

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
WESTERN STATES

PASS IT ON!

OWNER

GEN. MGR.

SERV. AGT.

PARTS MGR.

FOREMAN

SHOP

March, 1950



Directed to YOUR Audience!

The most popular types of Perfect Circle piston rings have been and will be seen by millions, in color pages in leading national magazines. Hundreds—perhaps thousands—of this vast audience are your customers—motor-wise drivers who demand the best for their engines. And now, as always, the best in piston rings means Perfect Circle!

Perfect Circles end excessive oil pumping completely, while protecting cylinder walls with just the right amount of oil for perfect lubrication. They increase power, save gas and oil, and give longer life to worn engines. No wonder Doctors of Motors actively endorse Perfect Circles by installing millions every year!

Perfect Circle

THE MOST HONORED NAME
IN PISTON RINGS

1¢ Sale

GET READY FOR TUNE-UP PROFITS

Backed By POWERFUL POST
ADVERTISING CAMPAIGN

TO CREATE TREMENDOUS DEMAND—
TO GET FAST TURNOVER AND PROFITS FOR YOU!
ORDER NOW! See Your WHIZ Jobber for Your Supply!

Advertising Campaign Breaks April 15—Deal Ends May 31

MOTOR RYTHM®

Special Deal

SPECIAL 2-CASE PRICE... \$11.04

REGULAR \$21.60 VALUE

YOU BUY

24 Pints (1 case) at Regular Price...	\$10.80
You Get 24 Pints for only.....	.24
Total Cost to You.....	\$11.04

YOU SELL (Regular \$1.50 Value)... 76¢

Sell 1 Pint at Regular Price.....	\$0.75
Offer Customer Extra Pint for.....	.01
Combination Costs Only.....	\$0.76



PRODUCTS OF

Hollingshead

LEADERS IN MAINTENANCE CHEMICALS

R. M. HOLLINGHEAD CORPORATION • Camden 2, New Jersey
Canadian Office Toronto • Warehouses Dallas, San Francisco, Chicago

SOUTHERN AUTOMOTIVE JOURNAL is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A.
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registered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1875.

COMPLETE SERVICE

for Block and
Radiator . . .



PERMATEX LIQUID RADIATOR CLEANER

the right product for tough jobs...actually dissolves rust and scale in clogged radiators and in blocks.

PERMATEX LIQUID RADIATOR CEMENT

for instantly repairing leaks in radiators...permanently stops seepage in hose connections. Will not clog the system.

PERMATEX FORM-A-WELD

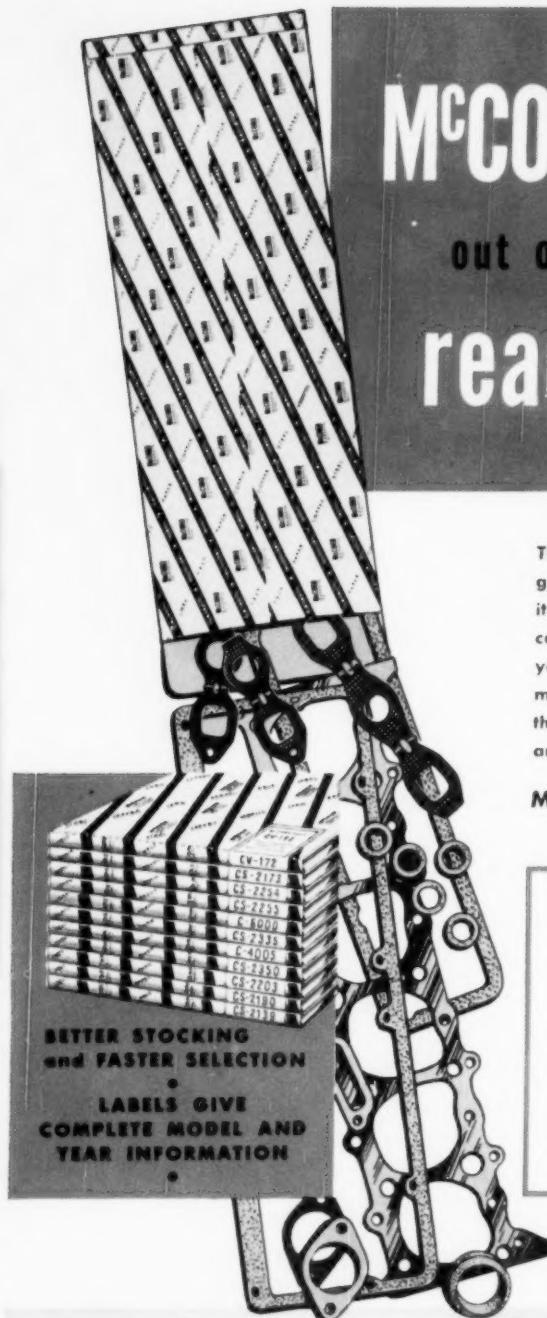
for permanently sealing cracked blocks, cylinder heads, water jackets and split valve ports.

When you talk Permatex . . . you're talking Quality!

PERMATEX COMPANY, INC. • BROOKLYN 35, N. Y.

McCord Gaskets

out of the package and
ready to seal !



BETTER STOCKING
and FASTER SELECTION

LABELS GIVE
COMPLETE MODEL AND
YEAR INFORMATION

in a Gasket it's the SEAL
THAT COUNTS—

The McCord bellows fold gasket package simplifies gasket stocking—saves space. The package adjusts itself to the contents permitting larger stocks to be carried in the same space. McCord gaskets come to you in a sealed package with contents, car make, model and year information clearly shown. Remove them from the package and they are ready to make and keep tight joints.

McCORD CORPORATION • Detroit 11, Mich.



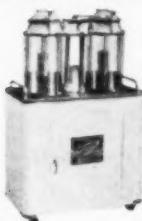
The Bellows Fold is Original and
Exclusive with McCord

Bellows or accordion edge adjusts package
to contents. No lost space in package — You
can stock more gasket numbers in a given
shelf space. Keeps stock level and in order.



FOLLOW THE LEADER!

PRESSURE PURGER



for Cleaning Cooling Systems

Dramatic - Impressive - Effective
Your customer can SEE the
rust scale, grease and grime
as it is Pressure Purged from
the Radiator and Motor Block.

Nationally Advertised Price
\$ 2 9 5 . 0 0

PURGITE CHEMICAL



Do not confuse PURGITE with the ordinary caustic and acid type of radiator cleaners. PURGITE is the "10" chemical compound. It removes rust scale, lime, iron and metallic deposits. PURGITE dissolves grease, tar, oil and dirt. PURGITE will not harm radiator, hose, aluminum, motor block, hands, clothes, or car finish.

Nationally Advertised Price
\$24.00 Case (24 1 lb pkgs.)

OIL CHECKER, CHANGER and FLUSHER



Out with the old oil—in with the New. Your customer sees the dirty, "tired" oil and you sell new, "live," fresh oil and get extra profit for flushing.

Nationally Advertised Price
\$ 1 6 9 . 5 0

Choldun
MANUFACTURING CORP.
New Haven, Conn.

SALES OFFICE: 11 WEST 42 STREET, NEW YORK 18, N. Y.
EXPORT OFFICE: 238 Main Street, Cambridge 42, Mass.



PRESSURE-PURGE



PORTABLE OIL CHANGER and FLUSHER



The Modern Way to Change
Oil and Flush Crankcase

For Marine Engines, Farm
Equipment, Lift Trucks, etc.
No more pumping oil by hand.
Removes water from gasoline
tanks.

Change, add or transfer oil
from Tractor and Lift Truck
oil sumps.

Available with specially de-
signed water pump for sump
drainage of ramps and cabins.

Nationally Advertised Price
\$ 6 9 . 5 0



CABINET MODEL OIL CHANGER

1. DRAINS OIL
2. FLUSHES CRANKCASE
3. CHANGES OIL

Flushes crankcase without the
Car Motor Running.
Add or change Oil at the Pump.

Nationally Advertised Price
\$ 9 9 . 5 0

CHOLDUN MANUFACTURING CORP.,
11 West 42nd Street, New York 18, N. Y.
Please send me Complete Details on the
Choldun Line.
Please arrange for a Free Demonstration
of the Choldun Equipment.

Name _____

Address _____

City _____

Zone _____ State _____

IMPROVE YOUR AUTOMOTIVE CABLE PICTURE

CHOOSE

PACKARD

*Best for all your
automotive needs!*

Put Packard's name in your automotive cable picture. It's your assurance of proved superiority . . . of top quality products designed and engineered to meet every requirement for every vehicle in every climate. Moreover, Packard offers you sales helps . . . gives you complete gauge size and application data on each clearly marked, self-display carton. Packard saves you time and work, assures the right size cable for the right job. Standardize on Packard . . . the most popular cable of all—used as original equipment on more cars, trucks and buses than any other make.



Packard Electric Division, General Motors Corporation
Warren, Ohio

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING



DID 'YA KNOW?

There are 250 to 500 feet of electric cable in an automobile. If parts of this cable are worn, improperly installed or poorly constructed, the result will almost certainly be hard starting, a rough motor, uneconomical operation, poor performance—or possibly complete breakdown! Yes, cables corrode, insulation goes bad and connections work loose. So don't overlook the great need and demand for dependable automotive wiring service. Replace with Packard cable—the best answer to all your wiring needs.

Packard Pete

NOW . . . 3 NEW

VAN NORMAN

PRECISION MACHINES

Drum on No. 310 is 11" wide, 14" diam. Assembly weight 850 lbs.



NEW NO. 310

"BIG BRUTE"

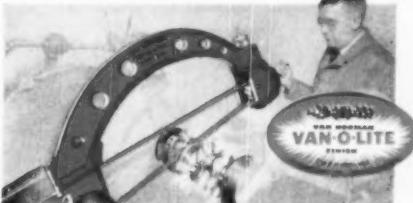
BRAKE DRUM LATHE

For big brake shops, bus lines, fleets and other big operators . . . here's the hottest deal yet . . . the new "Big Brute".

Lathe that easily handles an 850-lb. assembly (drum with duals and tires mounted) . . . and does the whole job, *floor to floor*, in less than 20 minutes. TURNS and GRINDS simultaneously! Capacity 15" width drums.

No. 310 has 3 speeds: 30, 60, 90 rpm. Feeds range from .0025 to .030 . . . and shifting from high to low is instantaneous. Lathe comes complete with grinder attachment and complete equipment. See your jobber now!

New "VAN-O-LITE" FINISHER for Crankshaft Regrinders



The "VAN-O-LITER" laps a precision finish of 3 to 7 micro-inches on journals in 5 to 10 seconds. It's easily attached to Crankshaft Regrinders . . . and it's easy to use. Longer abrasive belt (91") gives finer finish, longer life. Foot-switch operates totally enclosed motor. On every crankshaft that comes in . . . "finish it right" — with VAN-O-LITE. See your jobber. Insist on "VAN-O-LITE" finish for longer shaft and bearing life.

New No. 300-H Brake Drum Lathe for Pleasure Cars, Light and Medium Trucks

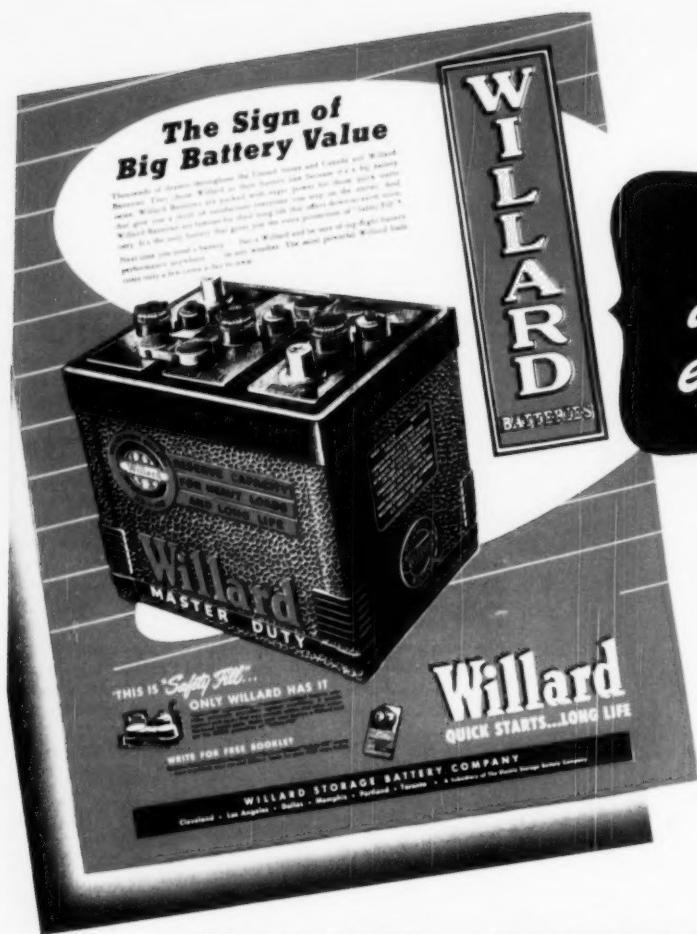
Ruggedly built for garages, car, and medium-size truck dealers. 3" hollow revolving and sliding, hardened and ground spindle, $\frac{3}{4}$ H. P. motor. Cones complete with $\frac{11}{16}$ ", 1", 2" mandrels, cones and adaptors for pleasure cars, light and medium trucks — including special adaptors for late-type Ford, Chevrolet, Lincoln, Mercury drums (car and truck). Grinder attachment available and recommended. See your jobber.



**The Best-Equipped Shop
Gets the Business!**

— that's why **"It Pays to Van Normanize"**

VAN NORMAN COMPANY, SPRINGFIELD 7, MASS.



WILLARD ADVERTISING Backs-Up Every Willard Dealer

● Willard advertising reaches car owners in *every county* in the United States. It appears in the POST, LOOK, TIME, COUNTRY GENTLEMAN, FARM JOURNAL and PROGRESSIVE FARMER. It reaches *your* customers . . . and reminds them again and again that the name Willard means *big battery value* . . . and quick starts . . . and long life . . . and demonstrated quality, performance and economy.

Willard advertising has been telling that same story for forty years . . . and Willard Batteries have been making good on it. That's why your customers know Willard . . . and why they think well of Willard.

Willard Batteries mean quicker sales, easier sales, at greater annual profit.

See your Willard Distributor at once.

WILLARD STORAGE BATTERY COMPANY

Cleveland • Los Angeles • Dallas • Memphis • Portland • Toronto

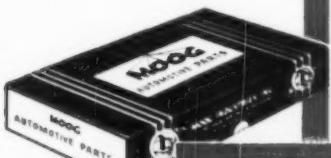
YOU CAN ONLY GET THIS THROUGH MOOG



MOOG DESIGNS AND
MAKES A PART TO DO
A BETTER JOB THAN
THE ONE IT REPLACES

Wheel alignment men prefer Moog Coil Action Parts for their dependability — and how they step up sales and service. Specify a Moog designed part — "Get it from your jobber."

Visit us at the Southwest Show
BOOTHS No. 173-174-175



*Designed
EXCLUSIVELY BY MOOG*



FORGING SPLIT SO THAT
BUSHING CAN BE
LOCKED IN PLACE BY
HEAT TREATED NICKEL
STEEL CLAMP BOLT.

BALL STUD PRESS FITTED IN FORGING,
THREADED ON END, AND LOCKED IN PLACE
BY INTERNAL LOCK WASHER AND NUT. BALL
STUD CAN BE REPLACED WHEN WORN EX-
CESSIVELY.

"STAYTIGHT" IDLER ARM

WITH 2-WAY DUTY

- | | |
|--|---|
| No. 514 — for 1939-48 Olds.
1939-49 Pontiac
1939-49 Cadillac | No. 327 — for 1941-49 Packard
1940-48 Nash |
| No. 516 — for 1949 Olds. | No. 336 — for 1949-50 Nash |

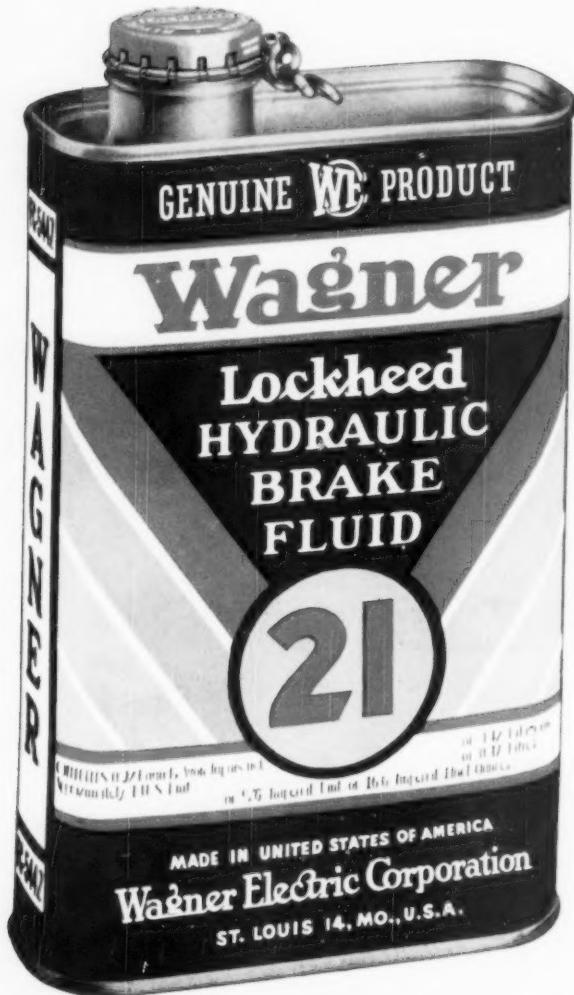
MOOG INDUSTRIES, INC., ST. LOUIS 14, MO.

Divisions:
MOOG COIL ACTION PARTS CO.
MOOG PISTON RING COMPANY
ST. LOUIS SPRING COMPANY

© 1950 M.I.C.



It's to **YOUR** advantage



*** WAGNER COMAX
BRAKE LINING**

— offers complete coverage for all your needs . . . in sets, rolls, blocks, slabs and cut segments. A non-compressible, long-wearing lining of uniform texture.

*** WAGNER LOCKHEED HYDRAULIC BRAKE PARTS**



— a complete line, covering all makes of cars and trucks, including seldom used, slow-moving parts not easily obtainable elsewhere.

to use WAGNER brake products! *

here's why...

***Wagner Lockheed is the best known
and largest selling hydraulic
brake fluid on the market**

- A proven product . . . Used by vehicle manufacturers
- ONE mixture for ALL cars and trucks . . . Reduces inventory
- ONE mixture for ALL seasons . . . Reduces inventory
- Assures year round operating performance
- Functions in sub-zero temperatures
- Amply lubricates the system over the operating temperature range
- Maintains chemical characteristics after long use
- Maintains high operating temperature characteristics
- Mixes with all other approved fluids
- Does not evaporate rapidly
- Meets or exceeds S. A. E. Specifications
- Is non-injurious to skin
- Does not corrode or rust the system
- Does not cause cups or hose to swell
- Forms no gummy residue
- Nationally advertised in POST and COLLIER'S
- Has consumer acceptance . . . first in brake fluid sales
- Available in 12 oz., quart, gallon, 5 gallon, 54 gallon containers
- Warehoused internationally through 25 Wagner branches
- Available everywhere through leading jobbers

You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

Wagner Electric Corporation

6362 PLYMOUTH AVE., ST. LOUIS 14, MO.



WRITE FOR FREE COPY
OF CATALOG AU-500

Get this up-to-date book covering
Wagner CoMaX Brake Lining and
Friction Materials, Wagner Lockheed
Hydraulic Brake Parts and
Wagner Lockheed Brake Fluid.



LOCKHEED HYDRAULIC
BRAKE PARTS AND
FLUID • MoRoL
CoMaX BRAKE LINING
AIR BRAKES • TACHOGRAPHHS
ELECTRIC MOTORS • TRANSFORMERS
INDUSTRIAL CRANE BRIDGE BRAKES

Use

DUTCH BRAND

Masking Tape

No build-up of
paint at the
edges

Superthin Construction

DUTCH BRAND Masking Tape has already met the favor of paint shop men quick to recognize the many advantages of a thinner tape that has strength.

This thin construction prevents build-up at the edges and makes easy handling on the job. "Old hands" of paint shop masking also like the many other features listed here.

The next time you order from your jobber specify DUTCH BRAND by trade name.



ADDITIONAL FEATURES

- ✓ **FLEXIBLE**... it allows easy application around curves of reveals and beads.
- ✓ **WILL NOT CURL**... it has "dead stretch" that prevents curl-back when applied.
- ✓ **PROPER STRENGTH**... it is strong and does not rip or tear on the job.
- ✓ **FOR USE WHEN WET SANDING**... wet sanding does not affect holding power of the tape.
- ✓ **NO SWEATING**... humid weather does not cause tape to fall off.
- ✓ **APPLIES TO ALL SURFACES**... it works equally well on lacquers, synthetics, undercoats, metal weatherstripping or upholstery.

VAN CLEEF BROS. INC.

Manufacturers... Rubber Products... Est. 1910

CHICAGO 19, U. S. A.

FOR YOUR BETTER PROFIT PLAN FOR 1950

3

OUTSTANDING MERCHANDISING ASSORTMENTS OF VICTOR SEALING PRODUCTS

JV-21 or JV-22

VICTOR OIL SEAL CABINET ASSORTMENTS FOR POPULAR CAR MODELS

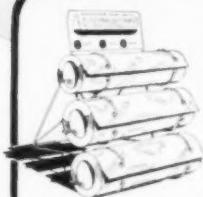
Either of these fast-moving assortments includes, at no extra cost, this attractive, sturdy, all-steel enameled cabinet for use on counter, shelf, or wall. Size 15 1/2" x 21", with plenty of space for additional stock.

JV-21 Assortment contains 19 varieties (44 individual items) of Victor Original Equipment Quality Oil Seals for Chevrolet, Ford, Plymouth, Dodge, Pontiac, Oldsmobile, and for some new Chrysler and DeSoto models.

JV-22 Assortment consists of the same selection as JV-21, but double the content. A total of 88 Victor Oil Seals of 19 varieties which are needed on service jobs every day.



JV-10 ROLL RACK SELECTION OF VICTORITE TREATED GASKET PACKING *3 Standard Thicknesses*

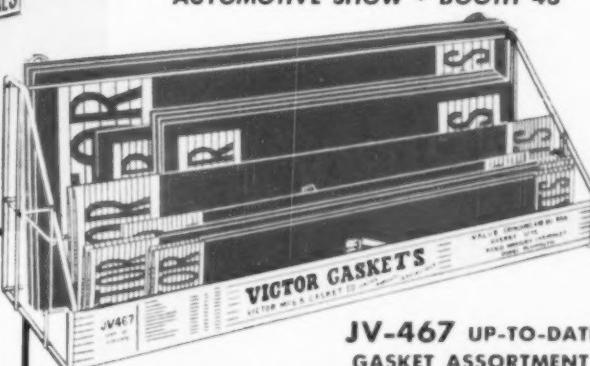


This 3-roll deal of Victorite at a good price, includes without charge, a strong wire display rack to help sell it fast. Rack keeps stock in good shape; prevents spoilage; simplifies handling.

JV-10 Selection Consists of:

- One 10-yd. roll of $\frac{1}{62}$ " (0.4 mm) thickness
- One 10-yd. roll of $\frac{1}{32}$ " (0.8 mm) thickness
- One 5-yd. roll of $\frac{1}{16}$ " (1.6 mm) thickness

All rolls 18" wide



JV-467 UP-TO-DATE GASKET ASSORTMENT IN HANDY DISPLAY RACK AT NO EXTRA COST

Contains 17 Original Equipment Valve Grinding and Oil Pan Sets for CHEVROLET • FORD • PLYMOUTH • MERCURY • DODGE—including 1949 Models.

40% PROFIT FOR THE DEALER

He Pays Only \$19.03 for this \$31.75 Re-sale Value

For Jobber and Dealer alike, here's the best deal in years on Victor Quality Gaskets. 17 fast-moving sets, each at the 10-lot price. Makes extra profit a sure thing. And for good measure, Victor throws in the sturdy, handy 31" x 11" x 11" wire rack, for use as a permanent counter display or for hanging on wall. A real merchandiser in store or shop.

SOLD BY LEADING JOBBERS EVERYWHERE



VICTOR

GASKETS • OIL SEALS

**Here's a chance to
"clean-up" with Simoniz!**

**Bonus Package gives
you over 41% profit on the
merchandise you buy!**



NO CHARGE

**4/13 oz. kits Whiteside
Retail value \$2.36 Each sells for 59c**

Whiteside — Miracle white-wall tire cleaner!

A popular, profitable item that cleans white-wall tires faster and better—keeps them like new! Contains no bleaches or ingredients injurious to rubber. Bronze bristle brush included with each can of WHITESIDE.

PROFIT BONUS PACKAGE

	YOU PAY	YOU SELL FOR	YOUR PROFIT
12 / 7 oz. Simoniz	\$ 4.80	\$ 7.08	\$2.28
6 / 20 oz. Simoniz Kleener (Liquid)	2.40	3.54	1.14
6 / 12 oz. Simoniz Kleener (Pastel)	2.40	3.54	1.14
BONUS 4 / 13 oz. kits Whiteside	no charge	2.36	2.36
	\$ 9.60	\$16.52	\$6.92

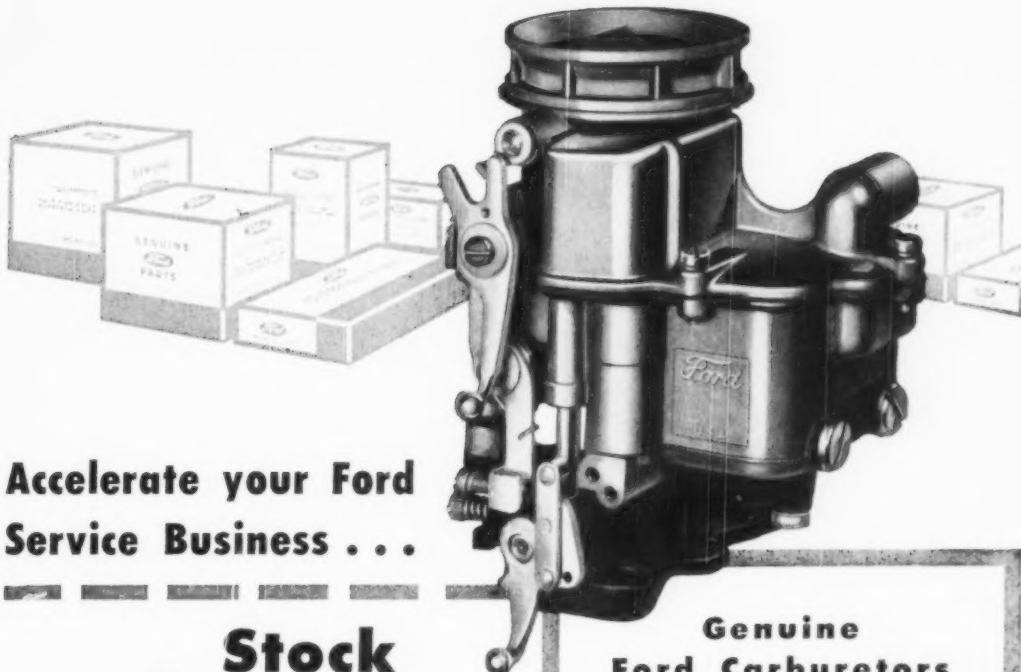
**More new cars—more Simoniz to
save these "higher priced" investments!**

The greatly increasing number of new cars on the road means bigger Simoniz sales than ever in 1950! They cost more, and more motorists are Simonizing because it's the only way to preserve the beauty of the finish. And now you make greater profits on Simoniz and Simoniz Kleener because you get 4 / 13 oz. kits of Whiteside without charge! Order several of these Bonus Packages today—and make \$6.92 profit with every \$9.60 worth of famous Simoniz merchandise you buy!

THE SIMONIZ COMPANY, CHICAGO 16, ILLINOIS

MOTORISTS WISE SIMONIZ

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950



Accelerate your Ford Service Business . . .

**Stock
Genuine
FORD
Parts**

You'll increase Ford Service business when you stock Genuine Ford Parts, because they're right for Fords—made right to fit right and last longer. Increase your service volume and service profits with the parts Ford owners naturally prefer—Genuine Ford Parts.

Genuine FORD Parts . . .

Right for FORDS!

**Genuine
Ford Carburetors**

Precision-built for long life

Genuine Ford Carburetors are precision-built for peak performance and long life. Check all these quality features:

- Corrosion-free plating
- Shock and distortion-resistant zinc alloy
- Precision-tested jet bores
- Thoroughly tested on a flow check machine for all operating conditions.

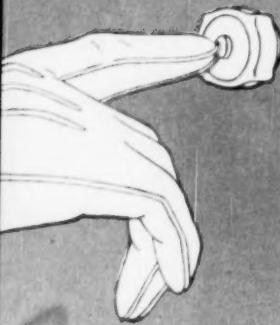


Independent Garages . . .

This "sign of good business" tells Ford owners you stock Genuine Ford Parts, brings in more new customers. Ask your Ford Dealer how you can qualify to put it to work for you.

F O R D D i v i s i o n o f F O R D M O T O R C O M P A N Y

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950



That Button is a Money-maker



Windshield Washers

Fully Automatic... Nothing to Pump

- On 1950 cars tens of thousands of new car owners will spot the new dash-type Windshield Wiper Control Knob with its provision for the WASHER button.

Every time they use the knob or glance at it, it will remind them—until they are sold—that something is missing, for the combination control is there for quick and easy installation of a Trico Windshield Washer.

The new combination Knob makes it easier and more profitable than ever for you to sell and install the famous "Two Little Squirts." *More than six million installations* give this important safety device the greatest endorsement in after-market selling history.

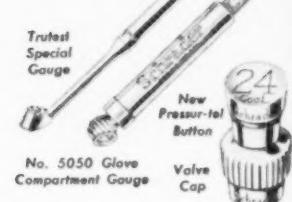
TRICO PRODUCTS CORP., BUFFALO 3, N. Y.



**A Good Deal
For You!**



Complete Unit for
No. 4471 Deal



THERE ARE SALES HELPS IN IT TOO.
Window Streamers, Counter Booklets,
Mailing Pieces, all backed by hard-hitting,
aggressive ADVERTISING.



Schrader
PRODUCTS
CONTROL THE AIR

A. SCHRADER'S SON,

BROOKLYN 17, NEW YORK, Division of Scovill Manufacturing Company, Incorporated

The Best Buy in '50

FOR A LIMITED TIME ONLY—HERE'S
THE PROFIT PACKAGE OF THE YEAR

*Quick Sales • Repeat Sales
Better Satisfied Customers!*

WITH THE SCHRADER #4471 DEAL!

DO YOU KNOW THE ANSWERS TO THESE QUESTIONS?

1. DO YOU KNOW HOW TO SERVICE TIRES WITH THE + 3 + 5 FORMULA?**
2. CAN YOU SPOT TOMORROW'S FLAT TODAY AND PREVENT IT?**
3. WOULDN'T IT PAY YOU WELL IF YOU COULD?**

THE ANSWERS ARE IN THE DEAL—BUT THAT'S NOT ALL
THERE'S EXTRA PROFIT IN IT TOO!

The products in the deal purchased separately
would cost you

TOTAL COST TO YOU FOR A LIMITED TIME ONLY	19.50
YOUR SAVINGS	\$ 4.20

TOTAL RESALE VALUE \$32.50

TOTAL COST 19.50

YOUR NET PROFIT \$13.00

AND YOU OWN A *TRUTEST SPECIAL GAUGE

*Reg. U.S. Pat. Off.

**YOU WANT THE ANSWERS DON'T YOU? THEN ACT NOW! CALL YOUR SUPPLIER NOW OR MAIL THE COUPON TODAY

A. SCHRADER'S SON, Brooklyn 17, New York

Send me at once the No. 4471 Unit as described
at \$19.50

NAME _____

ADDRESS _____

CITY _____

STATE _____

MY SUPPLIER'S NAME IS _____

ADDRESS _____

STOP CLICKING NOISE

ON CHEVROLET
and BUICK CARS



VAL-VIN-HED *Silencer*



PROVIDES CONSTANT OVERHEAD LUBRICATION



You don't need a traffic cop to get Chevrolet and Buick customers into your shop. Just let these car owners know about the new VAL-VIN-HED Silencer and you will see how quickly they'll be in for service. The new silencer is easy to sell because it offers an inexpensive method of keeping a valve-in-head motor QUIET AS A KITTEN. The working of the rocker arm against the oil soaked filters not only cushions the noise but provides important overhead lubrication for the entire valve mechanism. VAL-VIN-HED Silencers are easy to install and profitable to handle.

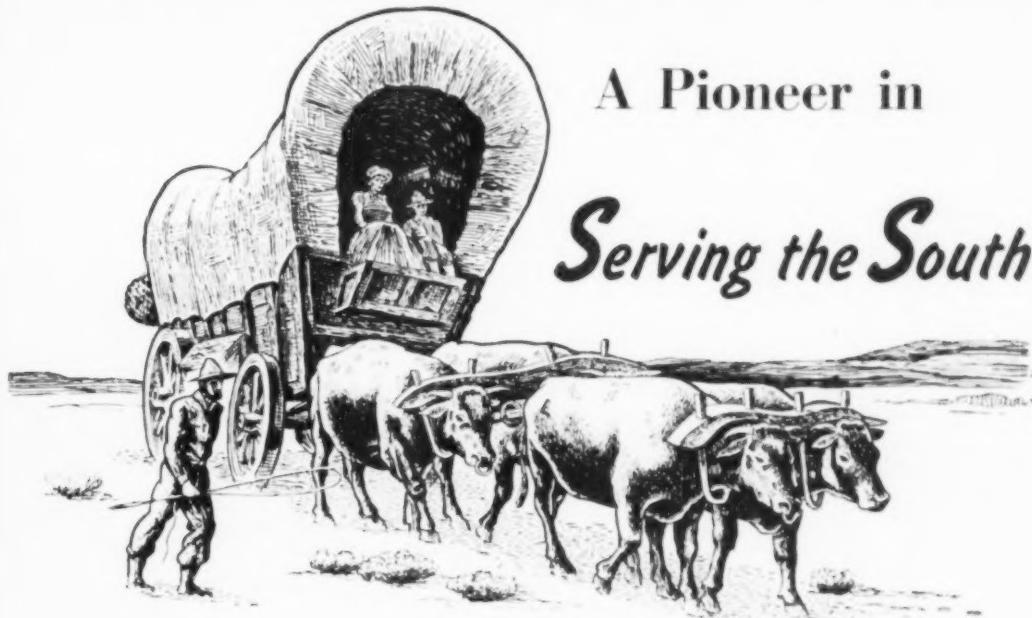
List Price for Chevrolet \$2.75; Buick \$3.25. Order from your jobber TODAY. If he cannot supply you, write factory direct.

JOE L. ESTES CO., Winder, Ga.

← THESE SALES AIDS
MAKE SELLING EASY!



Federated Mutual...



A Pioneer in

Serving the South

with

**COMPLETE Fire and Casualty COVERAGE
for HOME - BUSINESS and CAR**

- Federated Mutual has pioneered multiple line coverage for the Southern automotive trade. Now you may enjoy the convenience of complete worry-free protection for your business, home, and car, all in one MUTUAL company. You will enjoy too, substantial savings in the form of dividends.
- Federated Mutual has pioneered in serving today's special insurance needs of the automotive trade. Your Federated representative is a specialist in providing men in your business with the PROPER coverage on FIRE and CASUALTY insurance. He is highly trained in your needs and represents no other company.
- There are Federated Mutual representatives throughout the South ready to give you their skilled, friendly service. Write us for the name of the Federated Representative nearest you!

Federated Mutual

MUTUAL IMPLEMENT AND HARDWARE INSURANCE COMPANY

1600 Healey Bldg.

ATLANTA, GEORGIA



A New Star Rises! That's the theme of AC's big March Spark Plug Drive—and above is the beautiful full-color poster that will tie you in with AC's national advertising for March. See your AC wholesaler for details—fill out your stock of ACs—and cash in on CORALOX!

68,019,279 Farm and City Readers Will See This Display

SOUTHERN AUTOMOTIVE JOURNAL for MARCH 1950

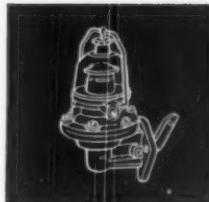
THESE AC QUALITY PRODUCTS

SHARE THE SPOTLIGHT



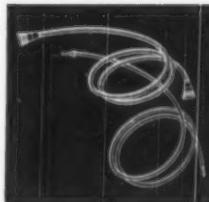
AC Oil Filters and Elements
"Dirt-Proof" Engine Oil

AC's big "Dirt-Proof" campaign is now in its second year, building a tremendous Replacement Element business for AC dealers. There's an AC Filter for nearly every engine—an AC Element for almost every make of oil filter. Cash in on this volume market.



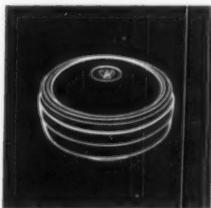
AC Fuel Pump—"Heart of the Fuel System"

AC has dominated this field for 23 years. 40,000,000 AC Fuel Pumps in daily use—20,000,000 need replacing annually. A stock of a dozen pumps will start you in the pump business. See your AC wholesaler for details.



AC Speedometer Cable Casing Assemblies

AC excels in quality because of AC's patented machines and processes. Original equipment on half the cars on the road. Tailor-made assemblies packaged for replacement. Bulk cable and casing, with parts, also available.



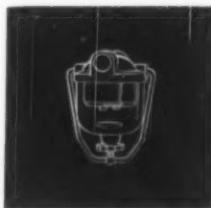
AC Air Cleaners and Elements

AC is the big name in Air Cleaners, too, backed by tremendous original equipment volume. Heavy duty cleaners for cars, tractors and trucks. Low-cost renewal elements available.



AC Flexible Gasoline and Oil Lines

Readily sold when servicing Fuel Pumps and Oil Filters. AC's finest quality. Assortment available with attractive Wall Merchandiser (illustrated), which holds and identifies fast moving lines. Make-up Kit, with hose and fittings, also available.



AC Gasoline Strainers

Should be installed on every car, to protect carburetor against dirt and water. The filtering element is fibre disc, impregnated with Bakelite—definite and controlled porosity. Attractively packaged, with necessary fittings for installation.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

Give a '40
that '50 feel



with
Pistons of
ALCOA
LO-EX!

NO HOT SPOTS!
FULL COMPRESSION!
EASY ON GAS AND OIL!

What driver wouldn't like a spanking new 1950 car? You can sell many of your customers "new-car" performance—by installing replacement pistons of genuine ALCOA LO-EX!

Here's what happens. Compression improves, because these light, strong pistons always fit properly—thanks to low-expansion alloy and modern piston design. ALCOA LO-EX dissipates heat fast. Your customer's engine runs cooler, quieter. Burns less gas and oil.

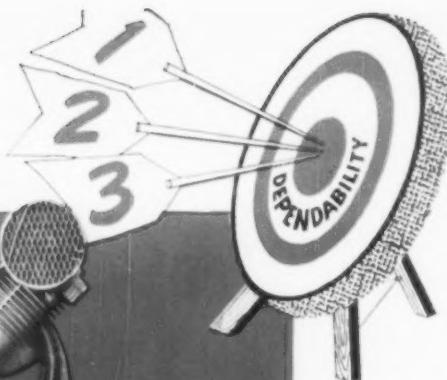
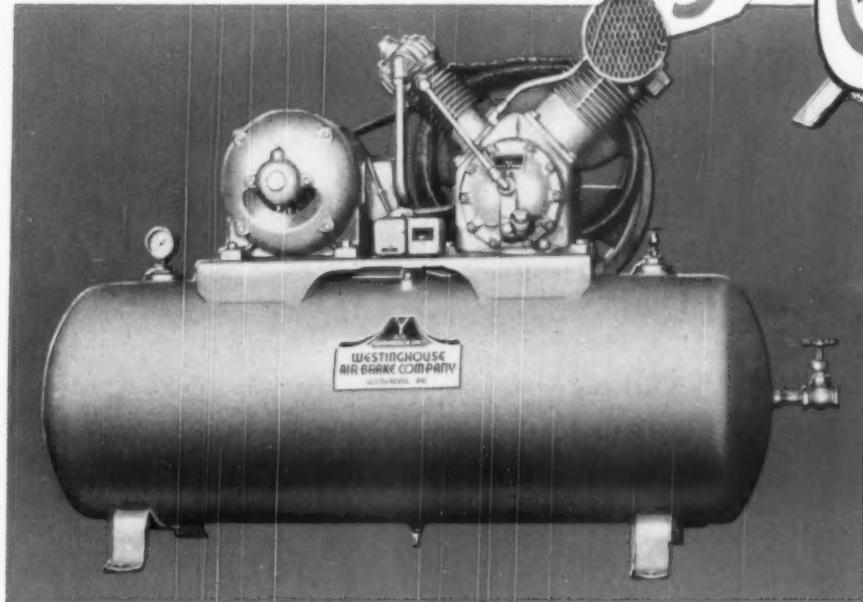
Results like these are good advertising for your shop. Standardize on replacement pistons marked ALCOA LO-EX—cast by Alcoa, finished by famous piston makers, ALUMINUM COMPANY OF AMERICA, 1853C Gulf Building, Pittsburgh 19, Pennsylvania.



Aluminum Pistons of **ALCOA LO-EX**

Hit the Bull's-eye with

THREE POINTS OF PROTECTION



Westinghouse Air Brake Company "Y" Compressors

Your air supply and your pocketbook are both safeguarded by the three-point protection that's engineered into the Westinghouse "Y" Compressor. It's rugged and husky, made for continuous duty, two-stage air cooled, has automatic start and stop, multiple V-belt drive, fully enclosed crankcase, and ASME-standard tank . . . PLUS these important extra features that ban the biggest hazards to compressor life.



CONTROLLED PRESSURE LUBRICATION.

LUBRICATION. Exclusive with the "Y", the lubrication system is powered by a positive, over-running oil pump that starts when the compressor starts, forces a continuous flow of oil to all moving parts. A ball-relief check "meters" the oil flow in accordance with speed. This is the type of life-extending lubrication system used in high-speed automobile engines.



LOW OIL LEVEL PROTECTOR. Another "Y" exclusive feature. An interlocked starting unloader prevents compressor loading until rated speed is reached, and unless oil is at proper level. If level drops during operation, the compressor immediately unloads . . . and oil can be added before damage results.



THERMAL OVERLOAD PROTECTOR. This device is standard equipment, at no extra cost, on the "Y". Current is automatically cut off if motor overheats for any reason.

Westinghouse "Y" Compressors come in a range of sizes, with $1\frac{1}{2}$ to 10 hp electric motors, and displacements of 7.4 to 41.5 cfm. Gas engine driven tank units can be furnished for service where electric facilities are not available. Ask for Bulletin IDC 9302-3 for complete information on sizes, types and accessories.

Westinghouse Air Brake Co.



Industrial Division . . . WILMINGTON, PA.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY

It's Practical - It's Profitable *Carsmetics*



...APPEARANCE RECONDITIONING INCREASES YOUR USED CAR VALUES

Buy them right . . . Fix them right . . . and you'll sell them right

Carsmetics appearance reconditioning is a *planned* procedure—planned by an expert to make reconditioning of used cars a *practical business method*. You can profitably recondition used cars with Carsmetics, because Carsmetics products are time and labor savers—every one!

You can get all the potential profit out of used cars when you use Carsmetics appearance reconditioning. Ask your WHIZ jobber for details, or write direct for a descriptive booklet.

REPAIR 'EM

Body repairs
boost profits!

You can make body and fender repairs for far less money with Met-L-it—the new extra-tough, extra-dependable cold metal.

REFINISH 'EM

New "spray-on" products

speed application of materials. Spray wax, upholstery tint, trunk interiors and convertible top coating can be sprayed on for speed and low material cost. Refinishing is practical and profitable!

CLEAN 'EM

Carsmetics products clean chassis, exterior finishes, windows and interior upholstery in a fraction of the time you would ordinarily spend. Chemicals do the work—you save on labor.

SELL 'EM

Appearance is the biggest factor in used car sales. With Carsmetics, you can put new sales appeal and new profits into your cars. Make reconditioning pay—with Carsmetics!

**Look for the new Carsmetics line at your
nearest regional automotive trade show.**

FREE BOOKLET TELLS PLAN

Send for the Carsmetics booklet which describes the "21 STEPS TO INCREASED USED CAR VALUES." Here's an expert's method of appearance reconditioning.

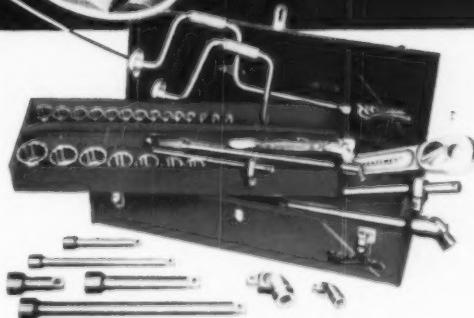


R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey
Canadian Offices: Toronto Warehouses: Dallas, San Francisco, Chicago



WORLD'S MOST FLEXIBLE WRENCH SYSTEM

The engineered flexibility of Williams "Supersockets" permits the combining of sockets, handles and accessories to create special wrenches for special jobs. Available in five different patterns, with drives ranging from 1/4" to 1" square, and with socket openings from 3-1/16" to 3-1/8". Write for Williams "Supersocket" Catalog A-50.



Set No. S-10 Complete in Metal Case, 36 Pieces
21 Sockets and 15 attachments



OPEN END, BOX, ADJUSTABLE & RATCHET WRENCHES; DETACHABLE SOCKETS & SETS; IMPACT SOCKETS; TOOL HOLDERS; LATHE DOGS; "C" CLAMPS; CHAIN PIPE TONGS & VISES; FLANGE JACKS; PLIERS; SCREWDRIVERS; PUNCHES & CHISELS; SOFT FACED "NUPLAFLEX" TIPPED HAMMERS; MOIST HOOKS; EYE BOLTS; THUMB SCREWS AND NUTS; BODY AND FENDER REPAIR TOOLS.

J. H. WILLIAMS & CO., AUTOMOTIVE DIVISION, BUFFALO 7, N.Y.

Let the Buick shop carry your parts inventory

Why tie up scarce cash these days in a big parts stock? When you're going to work on a Buick, get the parts you'll need from your nearest Buick dealer!



★ You'll get your regular discount.

★ You'll get real Buick-engineered parts—they fit right, they work right, they stand up.

★ You'll get the answers to any questions you have, from men who know Buicks backwards and forwards.

★ You'll avoid customer complaints and comebacks.

And while you're at the parts counter, ask to see some of the new Buick *Parts Kits*—with all the parts you need for a given job, all assembled and packed together—to help you do a better job quicker!

You'll save money—turn out better jobs—with...



Buy them from your local Buick dealer

**new
1950**

Motorola

**auto radios offer new quality
features to sell a
bigger-than-ever,
market!**

CASH IN on the gigantic
market of millions of cars
without radios . . . FEATURE MOTOROLA
. . . the auto radio of 21 famous FIRSTS!

- Automatic control for constant volume under viaducts . . . near steel buildings.
- Tuned RF Stage separates stations . . . gets distance without local interference.
- Pin-sharp selectivity gets the station you want at its clearest, strongest peak.
- Alnico V Dynamic Speaker for rich, powerful tone quality.
- Low Battery Drain . . . uses very little battery power.
- Models designed to fit any car or truck . . . specific new-car models, too.
- Complete retail price range from \$39.95 and up.



The BIGGEST auto radio advertising program tells YOUR story to YOUR prospects! 40 million families read about Motorola every month! And they're buying families too! Every income level is reached, insuring you of the broadest market possible. Tie-in with this Motorola advertising in big-name publications! It's a free-ride to greater sales for you!

A DEMONSTRATION will sell for you! Motorola has long set the standard for the industry, and prospective customers will see why the instant they hear its rich, powerful tone quality. Use your Motorola demonstration board to PROVE the features you talk about. Make your register ring by demonstrating Motorola.

MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO, ILLINOIS

Your distributor has all the new models . . . call him today!

"THEY NEVER MISS . . !"

by Gum

YOU TRY TO KEEP YOUR PLACE
DOLLED UP
LIKE MISS VAN ASTOR'S PUP!



THEN SOME JERK WILL WALK
RIGHT IN
AND MESS THE PLACE ALL UP!



Copyright 1950 Prest-o-lite Battery Co., Inc.

Clean up with Prest-o-lite Hi-level

Look How You Build Volume and Profit

- ★ **SENSATIONAL HI-LEVEL**—needs water only 3 times a year in normal car use—70% longer life in tests conducted according to S.A.E. Life Cycle Standards.
- ★ **COLOR PAGES IN NATIONAL MAGAZINES**—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.
- ★ **OUTSTANDING DEALER PROGRAM**—sales stimulators, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

PREST-O-LITE BATTERY COMPANY, INC.
Toledo 1
Ohio

Ask about the
Prest-o-lite Profit Plan

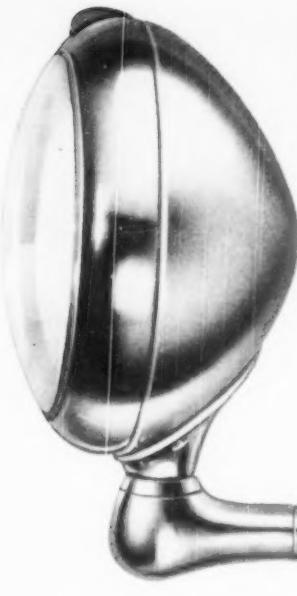


Prest-o-lite

hi-level battery

... needs water only 3 times a year!

*In normal car use



NOW...

THE NEW

LORRAINE

**More than ever...
the World's Finest Driving Light**



Profit-Making Features Galore!

- Exclusive Rotary Switch. Unmatched anywhere for convenient, positive operation.
- Exclusive Wireless Construction. Complete protection against shorts.
- Full 360-degree continuous turning radius.
- Sealed Beam Spotlight Unit provides half-mile range, prevents reflector deterioration.
- Door or corner post, right or left-hand mounting.
- Distinctive red lucite ornament on lamphead.
- Easily installed in average time of twenty minutes.
- Specially designed brass bevel gears provide unexcelled mechanical efficiency.
- Popularly priced to assure quick profits, fast turnover.
- Beautiful self-demonstrating display stand.

Write for information concerning distributorship in your area.



Fun to sell...fun to buy

Set up the new Lorraine Self Demonstrating Display and watch the fun begin! Customers can't pass it up. They experiment, they demonstrate, they buy! Easy selling? Mister, you know it is! You install Lorraine Driving Lights in a matter of minutes . . . then sit back and tally up the profits.

APPLETON ELECTRIC COMPANY

Manufacturers of Lorraine and Appleton Spotlights

1727 WELLINGTON AVENUE • CHICAGO 13, ILLINOIS





HELPING YOU SELL COMPLETE ENGINE RECONDITIONING

OUR NATIONAL ADVERTISING TO EDUCATE
CAR OWNERS APPEARS IN LEADING
MAGAZINES WITH 58,491,484 READERSHIP!

Our national advertising works with you in educating car owners to the importance of complete and correct engine reconditioning. It tells them why, for their own driving satisfaction, the job must include replacement of worn connecting rod and main bearing to stop oil pumping where it starts.

When you recommend replacement in sets with Federal-Mogul Oil-Control Bearings, you recommend the quality brand known and preferred by car owners everywhere. You gain an extra, well-earned profit on the overhaul. You protect your reputation against the risk of comeback that partial overhauls create. And you have assured owner satisfaction, which is your best advertisement!

FEDERAL-MOGUL SERVICE, DETROIT 13, MICH.

(Division of Federal-Mogul Corporation)

The Complete Line—
More than 7,000 Items:

Engine Bearings (Main, Connecting Rod and Camshaft) •
Bushings • Connecting Rod Exchange • Reconditioned



WHICH END is the REAL OIL THIEF?



New piston rings are not a cure-all for oil pumping. Connecting rod bearing clearance worn twice normal throws off 4 times normal oil volume. Worn 4 times correct clearance, throws off 25 times normal oil volume!

Good mechanics will tell you that correction of oil pumping must start where the trouble starts—at connecting rod and main bearings. When worn, instead of correctly metering oil throw-off for internal lubrication, they let excess oil reach combustion chambers. It burns to carbon on rings, pistons, valves and plugs, and performance goes up in smoke! Let new rings do their own job. Order Federal-Mogul Oil-Control Bearings to restore power, pep, economy!

FEDERAL-MOGUL SERVICE
DETROIT 13, MICHIGAN

Division of Federal-Mogul Corporation

Control Oil Pumping
where it starts...replace with
FEDERAL-MOGUL
OIL CONTROL BEARINGS

Connecting Rods • Rebabbited Connecting Rods •
Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Bearing Metals •
Laminated Shims.

Laboratory and Highway Tested...

**S.A.E.
HYDRAULIC
BRAKE FLUID**



For
Average
Driving Conditions

**Moderate Duty
HYDRAULIC BRAKE
FLUID**

For
Severe
Driving Conditions

**Heavy Duty
HYDRAULIC BRAKE
FLUID**

- Flare Heavy and Moderate Duty Brake Fluids mix perfectly with all fluids recommended by automotive manufacturers.
- Will not form sludge or gum.
- Will not corrode metal or damage rubber parts.
- Flare's heavy body assures good sealing with no loss of hydraulic pressure.
- Flare helps prevent vapor lock, insures the maximum in driving safety.
- Flare Heavy Duty is indispensable for trucks, buses and other heavy duty equipment.
- Available in pint, quart, gallon, 5-gallon (with handy pouring spout), and 54-gallon containers for quick consumer sales or bulk use.

**See You
at the
Eighth
Southwest
Automotive
Show**

March 23-26

THE BELL CO., Inc.
411 N. WOLCOTT AVE., CHICAGO 22, ILLINOIS

"Thermoid helped pay for my new air compressor"

Year before last I had quite a little money tied up in fan belts -- many of them single-purpose belts for which I didn't get much call. In fact, some of them had been hanging on my racks for years.

One of my Jothers recommended I change to Thermoid. I agreed. So he sent a Thermoid field man around who installed attractive new display boards, re-sleeved my stock and set up a uniform numbering system.

Thermoid's number system not only helped clean out my stock of slow-moving numbers and reduce my inventory, but gave me complete car, truck and tractor coverage with fewer fan belts.

The money I saved by installing Thermoid was invested in other items which I sold at a nice profit. So I figure that Thermoid helped pay for my new air compressor.



Get in touch with your Thermoid Distributor and tie-up with the line that doesn't tie-up your money in slow moving items.

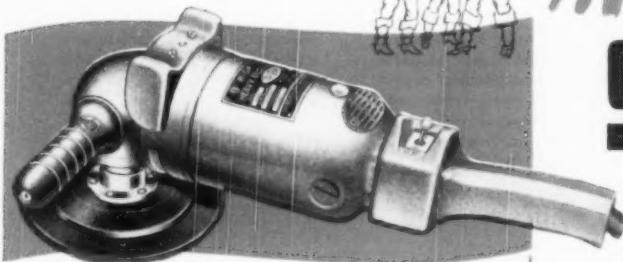
One Line...The Top Quality Line

Thermoid

Brake Linings • Clutch Facings • Fan Belts
Radiator Hose • Hydraulic Brake Parts and Fluid
Car Mats • Thermoid Precision Process Equipment

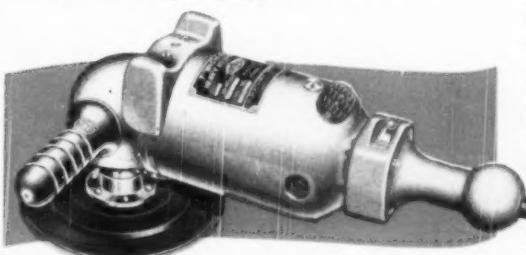
Thermoid Company, Trenton, New Jersey

The Three Sander Musketeers



9" HIGH SPEED HEAVY DUTY

Permanently lubricated. Handles all 9"-7"-5" Abrasives. Patented spindle lock for changing discs. Comes complete—ready to go to work. No load speed 5000 R.P.M.—115 Volt, 11 Amperes. Ball-Bearing equipped. No. 1250



7" HIGH SPEED HEAVY DUTY

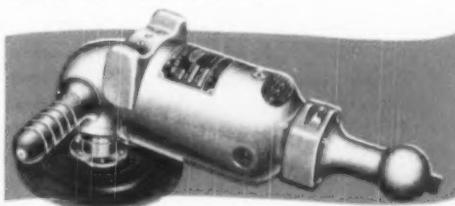
Handles all 7" and 5" Abrasives. Comes complete ready for use. No load speed 4250 R.P.M.—115 Volt, 9 Amperes. Ball-Bearing equipped. No. 1267

SIOUX

High Speed SANDERS

*take high surfacing costs
for a ride*

They're designed to meet your particular requirements. Engineered and built to give long, satisfactory service—thousands upon thousands of SIOUX users prove it. Get SIOUX and increase your profits and customer satisfaction. All units Universal Motor equipped.



7" SPECIAL ELECTRIC SANDER

Handles all 7" and 5" Abrasives. Complete for immediate use. No load speed 3500 R.P.M.—115 Volt, 5 Amperes. Also available in 32 Volt. No. 1265

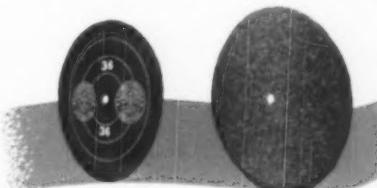
SIOUX "RESIN BOND" Abrasive Discs

A Type for Every Purpose

INDUSTRIAL for heavy duty work.

REGULAR—for body work on light gauge Metal.

OPEN COAT—for paint removal—fenders, door panels, woodworking. Non-loading, Non-clogging.



*Sold only thru
Authorized SIOUX Distributors*

STANDARD THE

ALBERTSON & CO., INC.

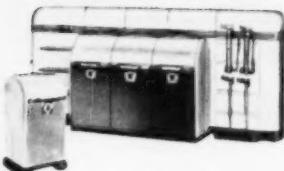


WORLD OVER

SIOUX CITY, IOWA, U. S. A.



Alemite "Atomic" Pump with sealed-in air motor. Delivers more grease faster with less air consumption. Eliminates air pockets! Factory-sealed power head is unconditionally guaranteed to perform, as specified, for over 2 years!



Alemite "Atomic" Line of ultra-modern auto lubrication equipment with sensational "Atomic" Pump! Sectionalized to suit individual needs of any service station or garage. Ultra-modern style. "Skyscraper" steel construction.



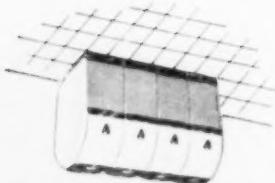
Alemite "Rocket" Line of auto service equipment. Matched portable units of top-quality, moderate price. Also features Alemite "Atomic" Pump. All-steel cabinets finished in easy-to-clean baked enamel.

Only Alemite has the World's Most Complete Line

**MAKES AUTOMOTIVE LUBRICATION EASIER,
FASTER, MORE PROFITABLE FOR YOU!**

From a simple but revolutionary 1918 invention, Alemite has developed the world's most complete line of specialized equipment known to automotive lubrication. First, by displacing the ineffective, old grease cup, Alemite completely changed lubrication methods, and STARTED THE GREAT MODERN LUBRICATION INDUSTRY ON ITS WAY. Ever since, Alemite has researched

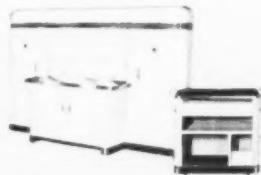
and pioneered successively superior methods and apparatus for high and low-pressure lubrication. In the last thirty-one years Alemite has developed equipment that has made millions of dollars in profits for jobbers and dealers. Right today, Alemite brings you new means for making even greater profits with these advanced and job-tested lines of modern lubrication equipment.



Alemite Hose Reels for floor and ceiling. Dependable, long-wearing, spring-type reels keep hoses handy and clean, yet out of the way. Lock positively at desired length. Easy, gentle re-roll. Enamel finish.



Atomic Oil Bars and Pumps. Motor Oil bars in high or low backgrounds for dispensing metered quantities of bulk oil into measures. Air-operated pumps for delivering oil from original containers either direct to hose outlets or to bar spigots.



Alemite Work Benches. Stationary or Portable. Handsome, practical work benches of heavy steel construction, equipped with tool boards, cabinets, parts washers, and many other convenient features. Every size and style to suit your needs.



Alemite "Marshall" Line of portable autolubrication units. Everything you need for faster, cleaner lubrication. Combines top-quality with amazing popular prices. Streamline design. Steel construction.



Alemite "Visi-Drum" Equipment makes a visual display of your own branded drums. Air or hand-operated pumps fit on original refinery drums. Bases with rugged casters clamp on bottom for complete portability.



Alemite Portable Chassis Lubricator. Pumps direct from 25, 35, or 50 lb. drums! Air operated for low-cost, high-pressure lubrication. Accurate delivery control for all types of viscous and fibrous greases.



Alemite Hand Guns. The most complete line—54 different lever, push or screw-type guns for every general or specialized use. Each designed for rapid, positive greasing and long-life service. Wide range of prices.



Genuine Alemite Fittings. Precision design with exclusive dirt-cutting edge. Permits positive wide-angle seal with Hydraulic Coupler up to 35°. Heavy steel body is hardened to resist damage.



Alemite Adapters, Couplers, and Control Valves. Angle or straight extensions for hard-to-reach fittings. Completely adjustable control valves.

... it started
with a 1918
invention



ALEMITE

Pacemaker in Lubrication Progress



Alemite "Dyn-O-Mite" Gun. New lightweight gun greases up to 55 bearings with easy, one-hand *push* action. Ideal as an auxiliary gun to crack "frozen" bearings. Quickly re-filled by attaching to hose of volume bucket or any power grease gun or loader.



Alemite Underbody-Coating Equipment. Special air-operated pump specifically designed to spray heavy-fibre undercoating direct from original container. Non-clogging valve. Light, flexible hose.



Stewart-Warner Electronic Wheel Balancer. Balances all 4 wheels on the car or truck as part of the car—in true operating position. Does a faster, better, more profitable job. Can pay for itself in 71 jobs.



THEY'VE

Cracked

THE WHIP...

and we've given in!



60 DAYS EXTENSION ON THE BIG FREE GOODS DEAL!

Get in on it — make up to 133½% profit!

Letters, phone calls, telegrams — they all say the same thing! Give us more time on the free goods deal — the trade is demanding! And we've agreed.

If you haven't ordered all the Plastic Gloss you're going to need you've got 'til April 30th to take advantage of the big free goods deal! Plan your order to cover your needs far into the season. Get it to

your jobber right away. The more you buy now the more you'll multiply your profits.

Do some profiteering for yourself. Plastic Gloss can put you into the 133½ percenter class if you get in on the pre-season FREE GOODS DEAL before April 30th, 1950. Order from your jobber now.

4 cans free — worth \$5.00 — with every case

Special Deal No. 1

	List	Your Cost	Your Profit
Regular case — 24 pints	\$ 30.00	\$18.00	\$ 12.00
SPECIAL CASE—24 pints plus 4 pints FREE	\$ 35.00	\$18.00	\$17.00

Special Deal No. 2

3 Regular Cases — 72 pints	\$ 90.00	\$48.60	\$ 41.40
3 SPECIAL CASES—72 pints plus 12 pints FREE	\$105.00	\$48.60	\$56.40

Special Deal No. 3

6 Regular Cases — 144 pints	\$180.00	\$90.00	\$ 90.00
6 SPECIAL CASES—144 pints plus 24 pints FREE	\$210.00	\$90.00	\$120.00

How many profit making deals for you?

Buffalo
PLASTIC FINISH CO.
Incorporated
152-154 OAK ST., BUFFALO 3, N.Y.

*"I have been amazed at the way
my battery business has increased!"*



That's what Anthony Grinnelli, Belleville, N. J., says about Exide's Check-Charge battery tester. He writes, "Have been using it for about three weeks. During this short time, I have been amazed at the way it has increased not only my battery business but also my fan belt, spark plug and battery cable business."

The Exide Check-Charge makes battery testing easy . . . and fast. No unscrewing of caps, no messing with acid. And the beauty of it is the customer can see for himself, right on the dial, just how each cell checks up.

This new Check-Charge is but one of the tools of the Exide Sure-Start Program—a practical battery sales-service routine that is helping Exide Dealers boost sales and profits.



1888 . . . DEPENDABLE BATTERIES FOR 62 YEARS . . . 1950



**THE EXIDE FRANCHISE
INCLUDES ALL OF THESE:**

1. Complete line of outstanding batteries.
2. Powerful national advertising.
3. Exide Sure-Start Program with time-saving tools and equipment.
4. Attention-winning point of sale displays that sell batteries.



Exide
TRADE REG. U.S. PAT. OFF. 1938

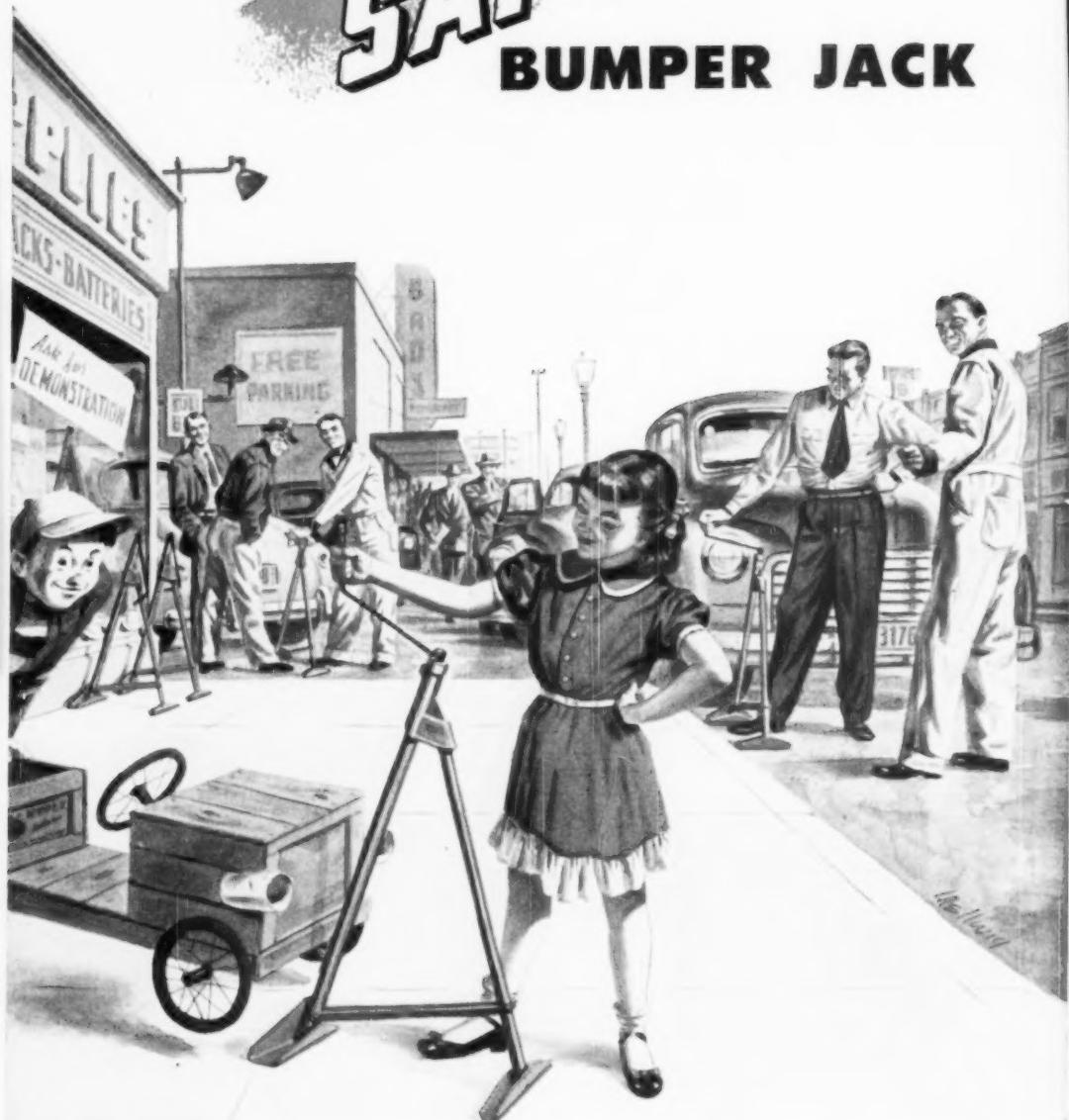
THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia 32
Exide Batteries of Canada, Limited, Toronto

THE NEW . . .

SAF-LIFT*

BUMPER JACK

*pat. pend.



"STIRS UP" MORE JACK BUSINESS THAN ANY OTHER JACK!

From Connecticut to Michigan to North Dakota, reports echo the sales-making, profit-making advantages of the new Saf-Lift Jack. Even dealers who have never had much success with selling jacks before, find that the new Saf-Lift is a real jack-business builder. Thousands of motorists have already accepted Saf-Lift enthusiastically as the truly safer bumper jack that is so easy to operate.

Everywhere Saf-Lift is demonstrated, it stirs up jack business, because motorists who see it in operation realize that it has everything they've ever wanted in a bumper jack. They like the way it sets up so simply . . . the way its two-leg construction provides extra stability and safety . . . the way it operates without need for awkward stooping . . . the way it folds up, neat as an umbrella!

YOU'LL like the way Saf-Lift stirs up MORE JACK BUSINESS for you, day after day! See this revolutionary jack at your Ausco Jobber TODAY or write for Saf-Lift Catalog Sheet.

AUTO SPECIALTIES MFG. CO.

Dept. SA-3, St. Joseph, Mich.

OTHER PLANTS: Hartford and
Benton Harbor, Mich.;
Windsor, Ontario, Canada

Copyright 1949, Auto Specialties Mfg. Co.

R3499

What They SAY!



Automotive Distributor, New Haven, Conn.

"The Saf-Lift Bumper Jack moves faster than any other jack in our stock."

Auto Supply Dealer, Chicago, Ill.

"Never in all our experiences have we had a bumper jack that has met with as much approval as your Saf-Lift."



Woman Motorist, Chicago, Ill.

"Today I had an occasion to use one of your Saf-Lift Jacks, and I never changed a flat tire with so much pleasure. Where can I buy one?"

Wholesale Motor Supplier, Bismarck, N. D.

"We like the Saf-Lift Jack and expect it to move better than any other make we handle."



Wholesaler of Automotive Equipment, Hazleton, Pa.



"We were so well pleased with the design and adaptability of this jack that we immediately placed our order for 36 jacks. One salesman alone has sold 20 units in one week."

Motorist, Bay City, Mich.

"I saw one of your Saf-Lift Jacks and think it is a wonderful lift. A man traveling doesn't need a cord of wood to block his wheels when using this jack."



Automotive Jobber, Newark, N. J.

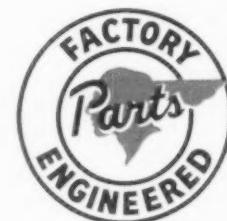
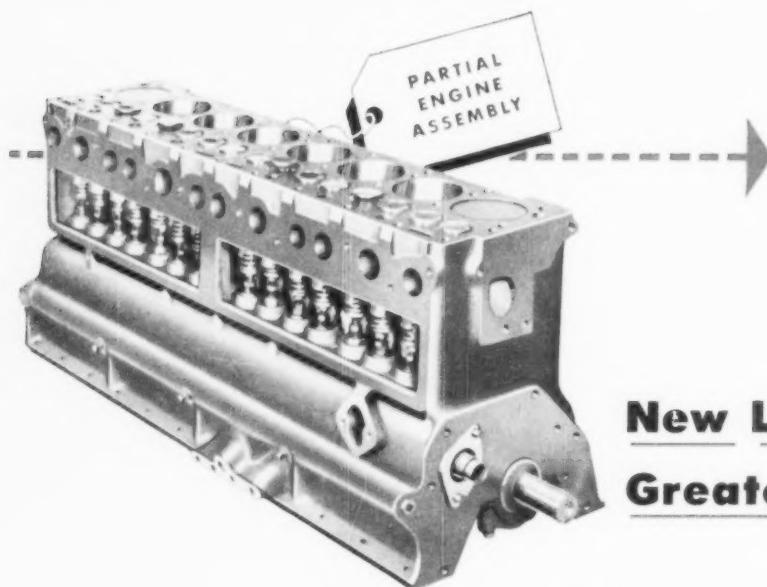
"We are selling Saf-Lifts at the rate of 1,000 per month. Our success is mainly due to demonstration selling. Point of sale demonstration by dealers also has proved most productive."

AUSCO Jacks

Out in Front
HIRSIG
For the Truth

INDEPENDENT REPAIRMEN COUNT ON...

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Greater Profit!

PONTIAC'S 'POWER PACKAGE'

The heart of either great Pontiac engine is now available to you at a new low price.

You profit *two ways*—greater profit margin—and a great saving in time and work.

It will pay you to see your Pontiac Dealer today about this profitable item which helps free your shop for additional business and insures owner satisfaction.

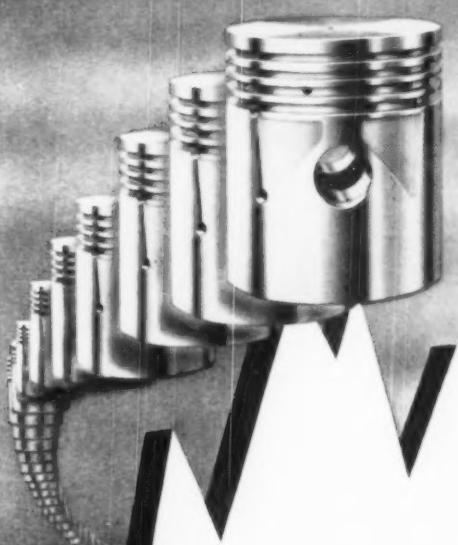
JUST CALL YOUR LOCAL PONTIAC DEALER!



GET THIS NEW PONTIAC
WHOLESALE PARTS CATALOG!

PONTIAC
WHOLESALE
PARTS CATALOG

Get your copy of this handy book today. It's a complete catalog of Pontiac Factory-Engineered Parts—produced especially for the wholesale trade. Ask for it at your Pontiac Dealer's parts department.



PERMITE ALUMINUM PISTONS

**DESIGNED FOR
PEAK
PERFORMANCE . . .**

Engines in many of today's leading cars, trucks, and buses run cooler, develop more power, use less gas and oil, because they are equipped with Permite Aluminum Pistons.

While Permite Pistons, Permite Valves and other Permite Replacement Parts duplicate original equipment, Permite engineers have originated and incorporated many construction features that improve performance.

Repairmen everywhere like Permite Parts for their dimensional accuracy, rugged strength and dependable performance. They also like the quick service they get from Permite Jobbers, supported by the widespread network of complete warehouse stocks of Permite Parts. Call your Permite Jobber for the parts you need.



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PISTON PINS
VALVES

VALVE GUIDES
VALVE STEM KEYS
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WATER PUMPS
WATER PUMP
REPAIR KITS

CYLINDER SLEEVES
AND ASSEMBLIES
SPRING SHACKLES

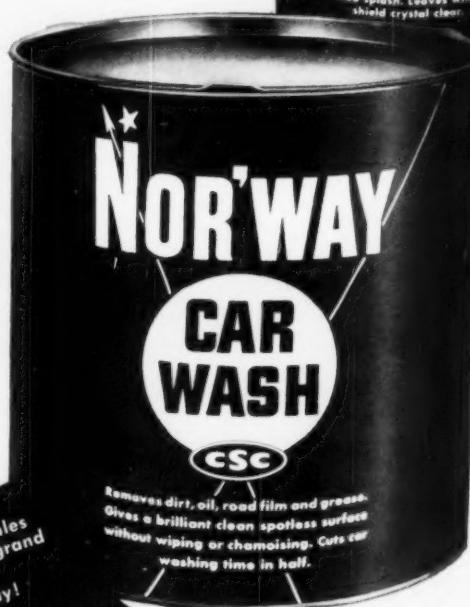
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BOLT SETS
BUSHINGS

MUFFLERS
AND CLAMPS
TAIL PIPES

Cars Come Clean

for these
NOR'WAY WASH PRODUCTS

NOR'WAY WINDSHIELD WASHER FLUID was developed for automatic windshield washers on late model cars. NOR'WAY® Windshield Washer Fluid cuts oil, grime, dust, and blinding road splash from windshield glass, leaves it clear as crystal. Improves vision and relieves eyestrain. Simple to use, just pour amount required into washer jar and fill with water. Contains no materials harmful to the finest automobile finish.



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AUTOMOTIVE AIR COMPRESSORS

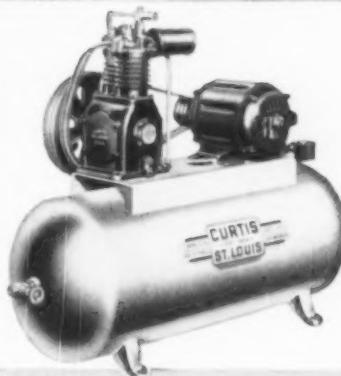
1/4 H.P. to 10 H.P.

Curtis Air Compressors are available as either electric or gasoline driven (electric driven portable or stationary) — vertical or horizontal tank mounted.

Long the Industry's Favorite... Features:

- Timken-Bearing Equipped
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- High and Low Level Oil Gauge
- Fan Flywheel
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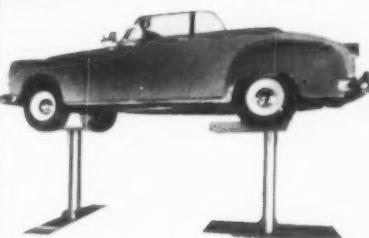
96 Years
of Successful Manufacturing



CURTIS

Designed specifically to permit greater accessibility and thus increase the efficiency of the mechanic.

TWO-POST SHOP LIFT FULL HYDRAULIC



More Profits Through Greater Shop Efficiency:

- Easy "spotting" of vehicles
Front end self-locating.
Wheelbase scale permits presetting rear supports
- Minimum floor space required
- Rotatable rear carriage provides 60" wheelbase range
- Safe pickup —
"V" cut rear axle supports
Multiple "V"—notched front supports
- Maximum accessibility—room for tallest man to work with ease
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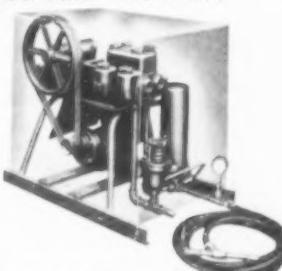
Also Single-Post Lifts for Passenger Cars,
Single or Two-Post for Buses and Trucks.

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A 300-pound stream of water can be transformed to a soft rinsing spray — merely by a twist of the nozzle.

HYDRAULIC CAR WASHERS

Four sizes—1 to 3 H.P.



Do The Job Better... Faster

- Four sizes—1 to 3 h.p.
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- Timken-bearing equipped
- Self-oiling
- Precision made
- Designed by the pioneer car washer manufacturer—96 years of "Know How"

From a standpoint of SAFETY alone it will pay any driver to patronize the shop that uses a Curtis Hydraulic Car Washer.

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PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company
1938 Kienlen Avenue • St. Louis 20, Mo.

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1938 Kienlen Avenue, St. Louis 20, Missouri

ASG-I

I am interested in items checked below:

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 Power Car Washers

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Firm _____
Street _____
City _____ Zone _____ State _____

IT'S **►PERFECT►**
TRADE MARK
for your
WHEEL WEIGHT NEEDS

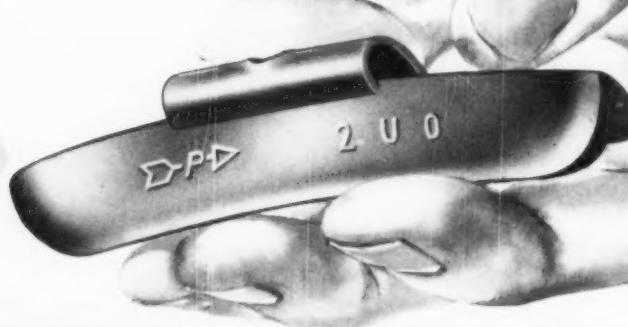
- ★ **Stays Put**
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* "U" TYPE—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

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MICROFINISH MACHINES
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MICROFINISH
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STORM-VULCAN
MICROFINISH
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• SAN ANTONIO, TEXAS
• MARCH 23-26, 1950

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It pays to lead with the leader! Storm-Vulcan leads in crankshaft reconditioning machines and other engine rebuilding equipment. Send for complete information on Microfinishing Machines today.

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32 BASIC ENGINE REBUILDING MACHINES



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CRANKSHAFT
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BORING BARS



BABBITTER
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PISTON
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Only AUTO-LITE complete spark plug line



Sell the sensational new wide-gap Auto-Lite Resistor Spark Plug—original equipment on many leading makes of cars and trucks. Gives your customers smoother performance, double life and greater gas savings.*



Sell the regular Auto-Spark Plug for all type engines. Ignition engineered by ignition engineers. Original equipment on many America's finest cars, trucks and tractors.

*Plus the 4 big advantages
of the AUTO-LITE*

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Consider fully the benefits that come from the four big advantages of the Auto-Lite Registered Service Dealer plan. It means maximum profit for you, so get the details now from your Auto-Lite Spark Plug Jobber, or write to

THE ELECTRIC AUTO-LITE COMPANY
Toronto, Ontario • Merchandising Division • Toledo 1, Ohio

... The Auto-Lite line also includes special spark plugs for marine, aviation, diesel and model use. Ask about the Auto-Lite R.S.D. Plan.

*Cutaway view shows the 10,000 ohm Resistor which permits wider initial gap settings and makes these advantages possible. See dealer for details.

1
Maximum Profit ...

AUTO-LITE offers you a for Maximum Profits

No other spark plug maker
can match this line and
the program back of it...



Sell the Auto-Lite Transport Spark Plug with aircraft type insulator, heavy electrodes and rugged construction especially suitable for farm, bus and truck operation. Gives lowest cost per mile of spark plug operation.

Auto-Lite Spark Plugs—Patented U.S.A.

lite merchandiser, spark plug cleaner, and "Plug-Chek," famous as "the most effective selling tool in the industry."



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Network Radio
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2

R.S.D. Prices
on Fill-in Orders

3

Flexible Stock
to cover all popular
Cars and Trucks

4

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Helps and
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Increase YOUR OVER-ALL VOLUME with a MODERN

Lincoln Lubrication Department

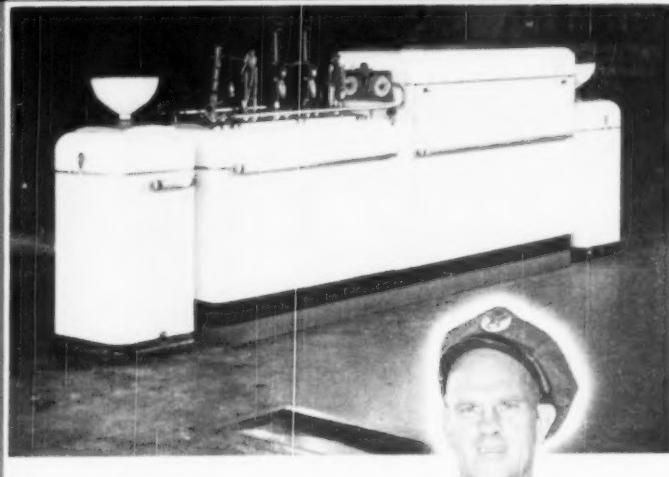
Styl Engineered LUBRICATING EQUIPMENT

Assures
**DEPENDABLE
PERFORMANCE**

Assures
**FAST, EASY
OPERATION**

Provides
**TROUBLE-FREE
SERVICE**

Builds
**CUSTOMER
CONFIDENCE**



"The Lincoln Masterluber is ideal for my two-lift lubricating department. Most important feature is the convenience of having the lubricants and air right at our finger-tips — handy to reach a car on either lift. It's a real time-saver and enables me to give customers a faster job.

The clean, attractive appearance and good styling shows the public that we have the most modern equipment to do a good service job.

"Only one air line connection is required to place the Masterluber in operation.

"I am positive that Lincoln Lubricating Equipment builds new business and keeps our customers satisfied."

Jim McNeely, McNeely's Texaco Service, St. Louis, Mo.

Mr. McNeely and other progressive station operators know that it takes an impressive looking, well-equipped lube department to attract lubrication business. It's business worth going after because it's steady and profitable. As Mr. McNeely says, "When you've got a car on the rack, you have an opportunity to sell other needed services."

Lincoln Equipment is GUARANTEED by over 25 years of dependable service. Well-equipped, factory-staffed service outlets are strategically located to serve every Lincoln user.

For more information

on Lincoln Business Building Lubricating Equipment, ask your Lincoln wholesaler or write direct.

LINCOLN ENGINEERING COMPANY
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LINCOLN
LUBRICATING EQUIPMENT • • •

LINCOLN BULLNECK SURFACE CHECK FITTING



The choice of original equipment manufacturers in the automotive and farm implement industries. Sealsgrease in . . . keeps dirt out.

MONKEY GRIP

Tire and Tube Repair Materials and Molded Rubber Specialties

Monkey Grip leads in product development, consumer acceptance and performance. Get the complete line for greater sales and bigger profits!



See the entire line of Monkey Grip products in the new Coli-seum at the

SOUTHWEST AUTOMOTIVE SHOW
• SAN ANTONIO, TEXAS
• MARCH 23 - 26, 1950
Booths 315-16

*Line up with
MONKEY GRIP*

- FOR EASIER SALES
- FOR QUALITY PRODUCTS
- FOR GREATER PROFITS
- FOR SATISFIED CUSTOMERS

*Order today
from Your
Wholesaler!*

BETTER MONKEY GRIP CO.

Partnership of L. M. Everett and Sons

5320 HARRY HINES BLVD.

DALLAS, TEXAS

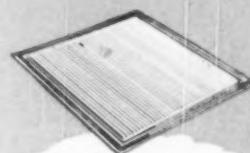
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Famous for over 30 years.
Self vulcanizing. No leak. No
creep. Attractive package.



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Vulcanizing clamp and
Blunt Diamond vulcanizing
patches. A fast seller.



Feather Flex
AUTO and UTILITY
FLOOR MATS
5 attractive colors, 3 sizes.
All new rubber.



The Original
BLUNT DIAMOND
VULCANIZING PATCHES
Extra strong. Fit all clamps.



Monkey Grip
FRICITION TAPE

Finest quality. Foil wrapped.
Colorful boxes and display
cartons.

Feather Flex TIRE REPAIRS

Strong... makes lasting repairs.
Exclusive Blunt Diamond
design reduces bumping.





ONE OF 142 Quality Checks

Luck is an important ingredient in some products. A defect that occurs at one stage of manufacture may be covered up at a later stage, and nobody is the wiser.

But we don't trust to luck when we make L-O-F Safety Plate Glass. Our check No. 41 is a good example. At regular intervals, plate glass blanks from the annealing lines are removed to a testing table, where they are carefully inspected for quality and gauged for thickness.

This is only one of 142 Quality Checks and Controls. All of them are equally important to your car owner customers—because they assure:

1. Better heat stability
2. Better light stability
3. Better strength for safety
4. Better adhesion, glass to plastic

That's why L-O-F Hi-Test is the best Safety Plate Glass you can get *anywhere*. Libbey-Owens-Ford Glass Company, 1035 Nicholas Building, Toledo 3, Ohio.

NO FINEST GLASS THAN
LIBBEY·OWENS·FORD

HI-TEST SAFETY



Join the Big Parade!



**Johns-Manville jobbers now have
the best there is for dealers**

- ✓ Products
- ✓ Promotion
- ✓ Profits

Results of nation-wide survey confirm new business-building features for dealers in expanded J-M friction materials line

This new, expanded Johns-Manville Brake Lining Program is based on a nation-wide survey of distributors that told us exactly what dealers across the country need for increased business and profit in 1950!

Here's just a few of the new items this Johns-Manville expanded program includes: important improvements in brake and clutch products; streamlined new shoe exchange plan for bonded-on linings; attractive, new sales-help literature; more local stations added to the largest radio program of any brake lining manufacturer ... and many other important, new dealer-promotion features.

An outstanding new item in the line is WireKlad, an improved brake lining development with an exclusive, revolutionary new wire reinforcement. Another new item is the finest-looking, better performing Spiral Wound Clutch Facing, that makes clutch relining faster, easier, and more profitable.

It will pay you to write Johns-Manville today or get in touch with your Johns-Manville distributor. Get the details of this new, bigger and better Johns-Manville friction materials program for 1950 ... address Johns-Manville, Box 290, New York 16, N. Y.

"Bill Henry and the News"
Mutual Broadcasting System
8:55 P.M. EST. Mon. thru Fri.



NEW ...
WireKlad linings and
Spiral Wound facings!

These two important new products star in the expanded Johns-Manville line for 1950! WireKlad is the newest and most revolutionary development in brake lining manufacture and highly stable performance.

Spiral Wound facings give drivers the amazing new "cushion" clutch action, plus the lowest rate of wear. They have excellent appearance, are easy and economical to install!

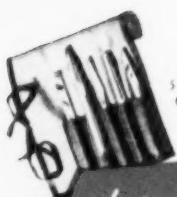
Johns-Manville

Asbestos

The **FIRST** name in asbestos brake linings
"Get It From Your Jobber"

FRICITION MATERIALS

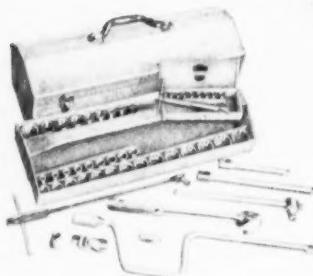
GET "PIN POINT" ACCURACY
with Duro's Tension Indicating
Wrenches—4 popular sizes to choose
from: $\frac{1}{8}$ ", $\frac{5}{16}$ ", $\frac{1}{4}$ ", $\frac{3}{16}$ " square drives



5 PIECE DURO-CHROME PUNCH AND
CHISEL SET contains four chrome alloy
chisels and center punch, heat treated
and tempered for long hard usage

for men who use tools...
it's **DURO-*bility***
that counts

80 TOOTH ACTION RATCHET WRENCH
included in the 16-Piece Set
shown below. Reverses with a
finger flip, gets turning action
in any 5° arc.



35 PIECE CHROME ALLOY STEEL SOCKET SET
A handy $\frac{1}{2}$ " Square Drive Socket Set in a heavy gauge steel "Tote" Tray Tool
Box. Contains 18 automotive size, Hot Blasted Hex Sockets, and 8 Square
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Universal Joint.

SEE YOUR DURO JOBBER
FOR THESE DOG GONE
GOOD TOOLS



the Tool Crib of Specialized Tools is as near as your Neighborhood Jobber—See his Display TODAY!

DURO-CHROME TOOLS

Makers of Nationally Advertised DURO Power Tools



Duro-Chrome Spark Testing Screw Drivers with
A NEON TUBE IN THE DURELITE HANDLE
offer a quick convenient test of
ignition parts.



IT'S EASY TO REMOVE STUBBORN STUDS
without damaging with the Duro-
Chrome Alloy Steel Stud Wrench.
Capacity, 9/16".

Good Tools make your Job Easier—and Cost Less!

Duro-Chrome Tools are especially designed and engineered to take the wear and tear of everyday use by professional mechanics! They're tough enough to take plenty of hard usage and still retain the original precision tolerances and fit that makes

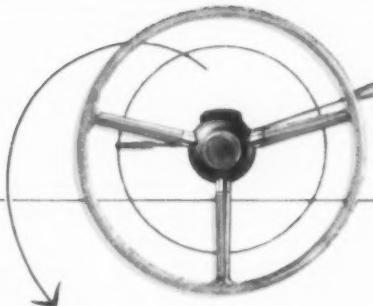
your work go faster, surer, easier. If you use tools to make your living, you'll find Duro by far, the best buy in tools. Good mechanics everywhere, say, "It's DURO-*bility* that counts!"

DURO METAL PRODUCTS CO.
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NEW!

QUAKER STATE QUADROMATIC

AUTOMATIC TRANSMISSION FLUID, TYPE A



SPECIALLY FORMULATED FOR AUTOMATIC TRANSMISSIONS, AND SPECIFICALLY APPROVED BY GENERAL MOTORS AND OTHER AUTOMOBILE MANUFACTURERS. ARMOUR INSTITUTE QUALIFIED.

New Quaker State Quadromatic Automatic Transmission Fluid, Type A, has eight noteworthy characteristics:

1. Mixes perfectly with oil used for initial factory fill.
2. Maximum stability—won't form harmful sludge or varnish.
3. Minimum change in body with changes in temperature.
4. Low volatility—no disagreeable odors when hot.
5. High resistance to foaming.
6. Gives greatest protection against corrosion.
7. Minimum effect on seals and gaskets.
8. Special "oiliness" properties for clutch and planetary band lubrication.

Use Quaker State *Quadromatic* Automatic Transmission Fluid, Type A, in automatic transmissions for peak performance and greatest customer satisfaction.

*Here's why DURKEE-ATWOOD
high-cord-line belts smash
old service standards!*



"RAYON CORDS—They are stronger, more resistant to effects of constant flex and shock."



"NATURAL RUBBER THROUGH-OUT—From tough jacket to heat-resistant body, all rubber used is high grade natural grade, superior for belt use."

"ABRASION-RESISTANT JACKET—It's rough, durable, specially woven for high side friction."



"HIGH CORD LINE—Entire body of the belt is under compression forcing sides tightly against pulleys."

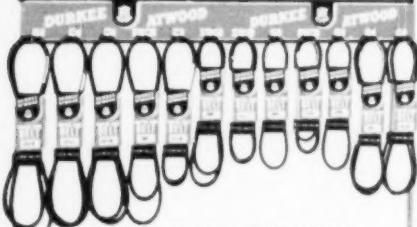
REGULAR BELT



With low cord line, only a part of the belt is under compression. Only a part of the belt "works" efficiently.



"I make more profit with DURKEE-ATWOOD Belt Assortments."



"I always have the size belt that's called for, yet I carry less inventory, get a faster turnover. Durkee-Atwood belt assortments are made up right with no 'dead' stock."

HIGH-CORD-LINE DESIGN REDUCES SLIPPERAGE, BOOSTS MILEAGE!

NOW... more than ever before, there's a big difference in favor of Durkee-Atwood V-belt design and construction. By moving the cord line up, Durkee-Atwood engineers have created a belt that sets new standards for performance and service. With the entire body of the belt under compression, all the sidewall area, not merely the lower two-thirds, is forced tightly against the pulleys. All the sidewall area actually

"works" at the important job of transmitting power to fan, water pumps and generator. This newest engineering development cuts slippage, and the wear that results, to a minimum. Normal wear is spread evenly over the side surfaces, giving many more miles of trouble-free service. Ask your jobber about Durkee-Atwood High-Cord-Line Belts and fast-selling assortments.

DURKEE-ATWOOD COMPANY

MINNEAPOLIS 13, MINNESOTA

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30

MARCH, 1950

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for all

Automotive Soldering



NEW WELLER AUTO-MECHANICS 250-WATT Soldering Gun

Here's the soldering gun that handles *all* automotive work—heavy or light. You can use it for body touch-up, gas tank, gas line and radiator repair, instruments, ignition, generator and other electrical work. It's husky for heavy duty, yet compact and handy—gets into the tightest spots, even under the dash. Pays for itself in a few months, too! 5-second heating means mechanics lose no time. Trigger-switch control means no current wasted—no need to unplug the gun between jobs.

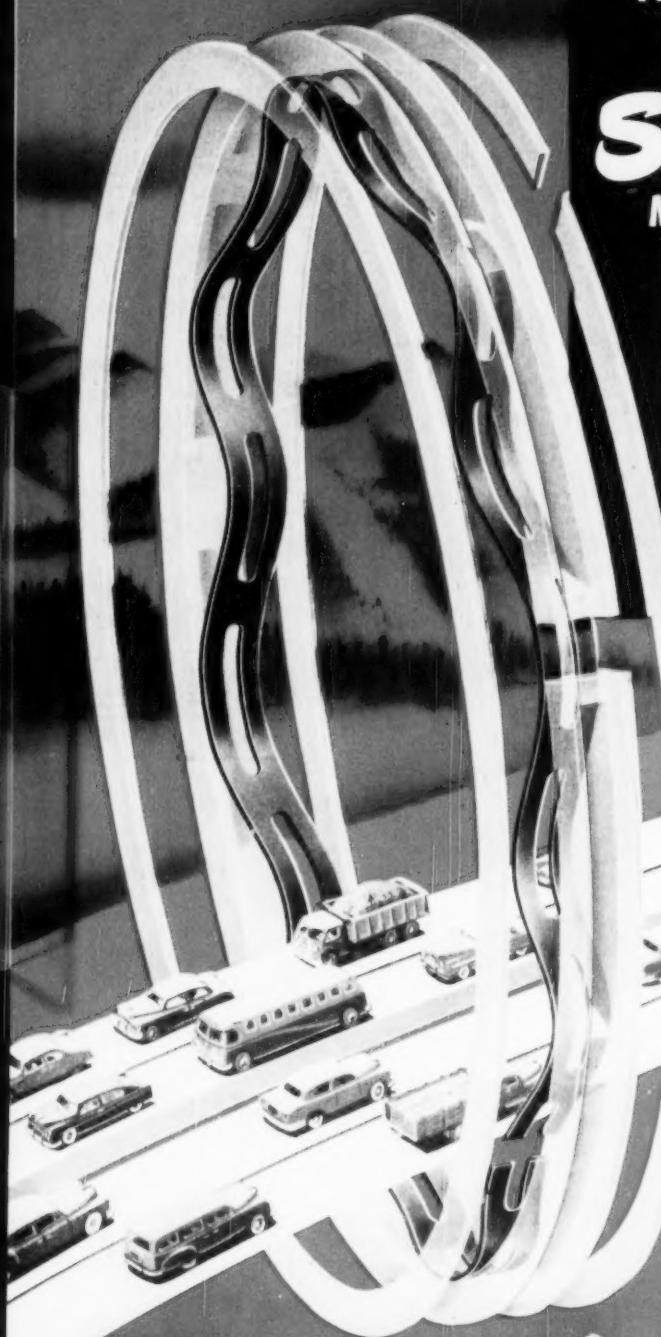
You'll solder faster and easier with Weller's new *Auto-Mechanics Gun*. Chisel-shaped **RIGID-TIP** provides more soldering area for faster heat transfer. And new "over-and-under" terminal design gives braiding action to tip. No other soldering tool offers the auto technician so much convenience. Order your new 250-watt Weller Gun from your automotive parts distributor today, or write for bulletin direct.

Soldering Guide Get your copy of "Soldering Tips"—new, fully illustrated, 20-page booklet of practical soldering suggestions. Price 10¢ at your distributor's or order direct.



WELLER
MANUFACTURING COMPANY

825 Packer Street
Easton, Pa.



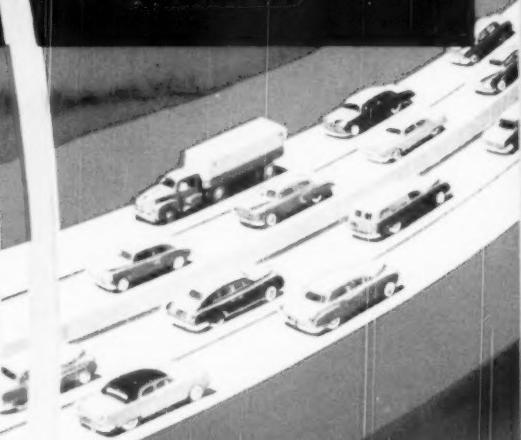
The biggest thing in
OIL CONTROL!

Sealed Power

MD-50 STEEL OIL RING

The only ring with the
FULL-FLOW SPRING
controls oil even in

BADLY TAPERED
and
OUT-OF-ROUND
BORES



Double the Drainage
with Half the Drag!

SEALED POWER CORPORATION
MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



SPOTLIGHTING the NEWS

How's service volume? That's a good question in any man's shop, but a better one—when you can get an answer—is: What are you doing about it? Volume has been up to record highs in some cases the first two months of this year, while other shop owners reported a slight decline in line with what they said were their expectations.

Building up the shop's income—or maintaining it at the previously high levels—has been accomplished in a variety of ways. Promotional material has helped in a lot of cases, the owners said, but many explained that they felt the situation was due to good work that resulted in the car owners telling other people about it.

Did you know? Maybe you didn't know some of the following "facts of life" about an automobile cited in a recent promotional piece by a shop owner. For every 1,000 miles, the revolutions of the engine total slightly under 3,000,000, the wheels turn 750,000 times, the speedometer cable spins over 2,750,000 times and under average road conditions the springs flex about 17,000 times. These facts, said the manager, indicate why the customer should have his car lubricated every 1,000 miles and checked at the same time for any needed repairs. This helps account for his big shop volume.

Bootlegging of new cars by non-franchised dealers is worrying a lot of new car dealers. As in example, one North Carolina dealer said that three dealers in his home town had told him they fully intended liquidating and then going into the bootlegging business themselves if something could not be done about the situation. Why, they asked him, should they have to maintain service facilities, a big showroom and all the other elements of overhead to sell a car, while around the corner on a used-car lot a customer could buy a brand new car for \$50 less than the franchised dealer asked?

Serial numbers of cars bought in this fashion have been reported to factories after they were registered, in a number of instances, in order to equip factories with information which has enabled them to trace the cars to the original dealers who sold them at only a small markup to bootleggers who later re-

sold them at below retail prices. Linking to the unfranchised dealers, too, have been the advertisements by the bootleggers that the new cars are guaranteed and covered by the factory warranty.

"Used cars" is a term which New Car Dealer Mark Feder of Cleveland, Ohio, thinks could be improved by way of a substitution. "Let's find a name that has selling appeal and dignity," he told the convention of the National Automobile Dealers Association at Atlantic City, N. J., last month.

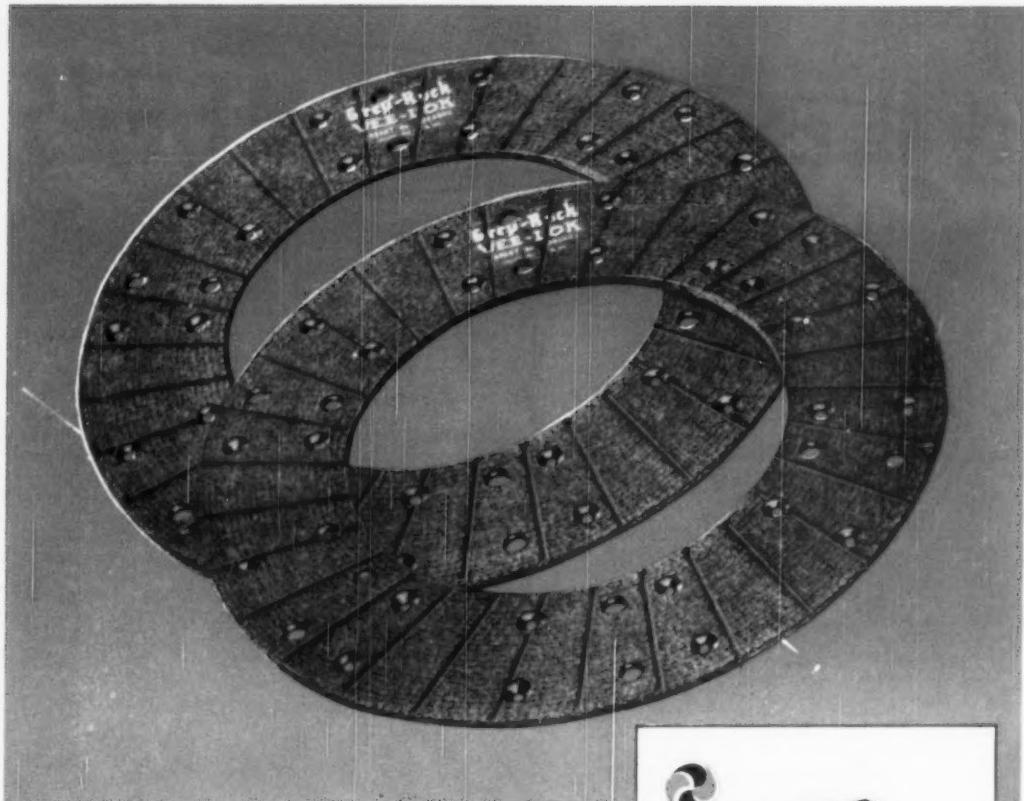
Green lights, and only green lights, are glowing brightly along assembly production lines of car factories unhampered by union difficulties. It's full speed ahead in the race to supply to the hilt the demand for new cars. As an example of factories' sales mindedness, consider the reply by K. B. Elliott, vice

president in charge of sales of The Studebaker Corp., in an interview by this publication. He was asked when Studebaker anticipated that supply would level off with demand. "We don't think along that line at all," he replied. "We at Studebaker, with our record-breaking production and demand, feel that we are taking over a bigger part of the market and we don't think, therefore, about some distant time when we will have to reduce production. We are going on up." And he looked like he meant it.



"Eyes of Texas" and the eyes of the Southwest will turn later this month on the mammoth show being held at San Antonio. The eighth annual Southwest Automotive Show will be held March 23-26, with hundreds of exhibitors from Texas and neighboring states expected to attend. They will see the very latest products in the aftermarket field and be permitted to arrange for conferences with factory executives to equip sellers and their salesmen to push the sales of these and time-tested products in the aftermarket industry. Space virtually restricted at the outset to blue ribbon manufacturers was sold out far ahead of the show.

Speak up, man! Readers have from time to time suggested a forum-type column should be carried. In view of the industry problems and conditions coming up these days, this column is being carried monthly. It's on page 106. What's on your mind?



VEE-LOK®... your key to more profitable clutch jobs!

When you use Grey-Rock Vee-Lok to reface a clutch . . . any type, any size of clutch . . . you're sure of a job that will bring credit to your shop and satisfaction to your customer! Vee-Lok Facings deliver smooth engagement, plus extra miles of wear. That's because of the patented, locked-together, endless construction . . . a Vee-Lok exclusive! There are lots of spiral-wound clutch facings, but only one Vee-Lok. Ask your jobber for Vee-Lok when you buy clutch facings or lined clutch plates. He also carries Grey-Rock Balanced Braksets to help you give your customers smoother, safer stops and longer brake life.



Only
Grey-Rock
has
Balanced Braksets

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., **Manheim, Pa.**



RAYBESTOS-MANHATTAN, INC. Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Packings
Mechanical Rubber Products • Rubber-Covered Equipment • Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

SOUTHERN AUTOMOTIVE JOURNAL

March, 1950

Service Is a



SALES PROMOTION JOB!

No, our title attached to this article isn't intended to suggest that automotive shops generally must now be prepared to send out service salesmen and launch aggressive service sales promotion campaigns.

The outlook for service business isn't that bad! To the contrary, it's quite good. Most reports are to the effect that service volume has been running up to and in many cases ahead of a year ago.

Nevertheless, the operator of an automotive service shop, whether car dealer or independent garage owner, is again doing business in a competitive market. He again has a product and a service to sell in active competition with others. He may be doing very well at the moment without any planned promotion or any real sales effort, but, chances are, he would be doing still better and would be building for a sounder future, with an organized campaign for winning and holding customers.

And that means not merely advertising or what we usually regard as "sales promotion." It means the appearance of the shop, its equipment, the attention given to the customers when they enter and when they leave, the attitude of the mechanics, the follow-up on service jobs and, in general all that tends to keep a customer satisfied—or the reverse.

Why is service sales promotion of

Consider these angles when you are probing for means of selling more customers on the shop.

present importance? Well, for one thing, consider that factor known as "overhead." It's been creeping up steadily—and, particularly, with the big-town operators who have built expensive new buildings or have carried out elaborate remodeling programs. All that is fine when the shop is busy but may be a headache if volume drops off substantially.

Could you now operate your shop at a profit on anything like the normal prewar volume? The answer to that question should indicate the need of some well-organized plan to build up service volume or, at least, to maintain it at the present level.

The change to something like a normal competitive market has come about so gradually that it's difficult to realize that the "good old days" of some prospective customers waiting around, hot in hand, are gone beyond recall. As a result, many shop owners and service managers need to sweep away the cobwebs which have been hanging around since the war

when they can compete effectively for the business of today's more critical customers.

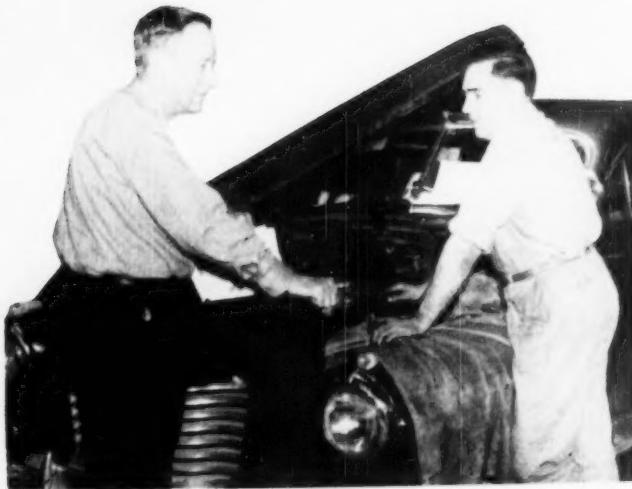
Consider, if you will, a set up which we believe is somewhat typical of today's larger operations and perhaps better than the average. It's a dealer's shop which is well-equipped and is staffed with competent mechanics. There's frequently a traffic jam around the service entrance, and the owner, no doubt, is well content with the visible evidence of a brisk service business.

Some promotional work is carried on. Factory-prepared mailing pieces go out occasionally over the customer mailing list, and there are last though regular radio announcements.

In contrast to his experience here during the war, the customer can now get reasonably prompt and satisfactory service in this shop, with delivery of his car when promised. But the service received by the average customer is quite impersonal. In a typical Monday morning traffic jam he may wait around the shop entrance for some 15 minutes or more before anyone gives him any attention. When he returns later in the day, he may have to wait around a similar period for delivery of his car. And at neither time is there any apparent effort to remember his name, give him any friendly greeting, or call his attention to any other possible service needs.

Now this method of operation may

By T. W. McAllister
Editorial Director



The alert service manager maintains a close, friendly relationship with his mechanics, discussing their work at every chance. From this, good repair jobs — and more repair jobs — will result.

have been entirely satisfactory during the gas rationing period, when a customer brought his worn old car to the shop and was well content with a half-way promise that it would be serviced the next day or the next week. He expected to have to wait around for some attention when he came in and wasn't inclined to be critical over the absence of any friendly greeting or personal interest in his problems.

Today's customer is more critical for he knows that around the corner or on the next street is a shop operator who would be glad to lose his business.

And there's still another substantial reason for getting organized with a well-rounded plan to win and hold service customers and try to sell the additional services they may need. That is the change which has taken place in types of service work during the last one or two years.

Up to say, a year ago, much of the volume in the typical shop was accounted for by main drivelines and frequent motor replacements. From the viewpoint of the owner, a new car wasn't to be had within any reasonable period so the old car had to be kept in good operating condition regardless of expense.

But where are those many fuel loads now? Most of them have gone when the warlike strength "Why spend big money on the old car now when a new car will be available when needed?" That's the typical customer's attitude and that explains why the greater part of the volume

must now come from small service jobs such as brake and front-end work, tune up jobs and minor adjustments. Also, body work and "appearance" service can account for a substantial part of a shop's volume and this type of work is particularly susceptible to sales promotion effort.

All this means that the typical shop must take care of more customers than it did a year or so ago in order to maintain its service volume. And with the constant increase in the number of cars on the road, this should

easily be possible provided some intelligent promotional program is carried out.

In a normal competitive market, service is a sales promotion job. Fair in one way or another, a customer has to be sold on a shop's facilities for taking care of his service needs before he brings in his car.

He may not be sold by advertising, or by direct sales effort of any kind, but if not, he has been influenced by such factors as the general reputation of the shop, its physical appearance, the apparent competence of the mechanics and their attitude toward their work and toward the customers, the shop equipment and tools, the attention given to the customer when he enters and leaves the shop, the little personal services and courtesies, the follow up, if any, to determine if the service job is satisfactory. And, of course, a most important factor is the brand of service which is turned out.

But good mechanical service, alone is not enough, for there are many shops where that is available.

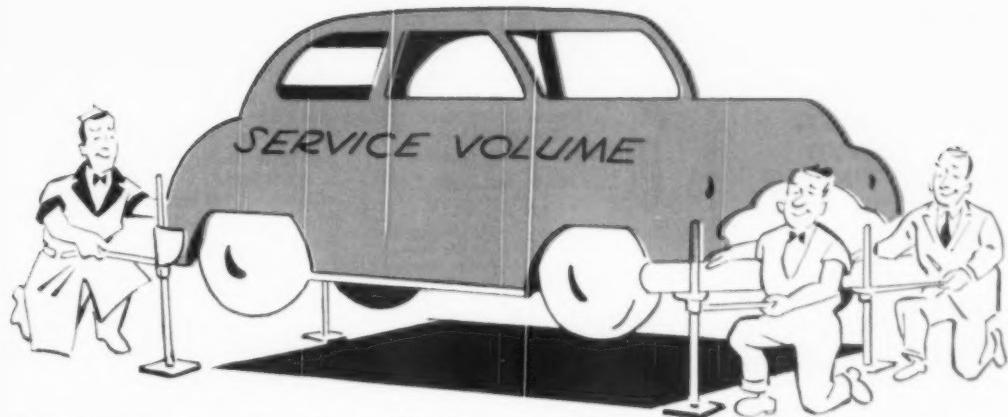
A well-rounded promotional program should be based on competent service—in fact, it could not attain my listing results without this basic factor—but it should not end there.

The members of the service organization should not be merely competent; they should be alert, interested in their work and in the customers courteous, friendly. True, all these qualifications are not often found wrapped up in one package, but they can be developed with consistent

Continued on page 125

Customers aren't sold by advertising and direct sales effort alone. The appearance of the mechanics and their attitude, the neatness of the shop, the kind and condition of equipment and tools, little personal services and courtesies — all are a part of the promotion job.





To Raise Service Volume Use

Service Sales Promotion Tools

You may use a single-post lift, a twin-post lift or a bumper jack. But if you want to raise the wheels of a car off the ground, you have to use something.

The same principle applies to raising service volume—you have to use "tools" of some kind. These service-promotion tools include direct mail, newspaper ads, radio announcements and programs, billboards and a wide variety of novelty items. Each has its advantages and its limitations. Each must be chosen to fit the particular needs and resources of the shop. A bumper jack may be fine for chang-

ing a tire but it's not much help on a lubrication job.

Many garages and dealerships in the South have given a real lift to service volume in the last year by using one or more of these tools. Some have had good results from direct mail, while others prefer newspaper advertising. There is no one answer to which is the correct promotion tool but maybe the experiences of these southern shops will help suggest the most effective tools for similar operations.

Probably the most widely used and one of the most effective tools is di-

rect mail. It requires no contact and the expense is fairly easy to predict and control. In a small operation it may be the spare-time occupation of one member of the staff. In a large operation it may be a full time job for one or more people.

Post cards accomplish more for their cost than any other medium, said Harry Dickerson of Collins Garage, Miami, Fla. Collins sends out 5,000 a year, printed in color with a picture tie-in. Addresses are obtained partly from the firm's books but largely from license-plate numbers. Numbers are taken from cars in the

Safety is a favorite theme for billboard advertising, which reaches many drivers.



Melbourne vicinity.

PAINT JOB

\$35.

- FIBRE SEAT COVERS - \$17.50
- NYLON-PLASTIC SEAT COVERS \$23.50
- PICK-UP & DELIVERY SERVICE

Come in and get acquainted with our Service Personnel.

ORLANDO MOTORS

"Authorized Dodge & Plymouth Service"
26 W. Colonial Ph. 8153
Inc.

general neighborhood in which the shop is situated.

"Over five per cent come in and bring the cards with specific bargain prices," Dickerson said, "and we believe at least as many more come in because of the cards."

Martin Motor Sales (Studebaker's Bethesda, Md.) has also had good results with post cards designed and written by Mrs. Marie G. Nixon, secretary treasurer. She sketches eye-catching drawings that make customers want to read the remainder of the card. The copy, written in Mrs. Nixon's handwriting, is informal, honest and sometimes humorous. It always has a personal appeal. For those who cannot make original drawings, Mrs. Nixon recommends a tracing book.

You've got to have somebody in the firm who believes in direct mail.

A ruler on one edge, a photo and a slogan make this blotter useful and eye-catching.

"It's the
BRAKES
in life,
that
count"



TED NELSON BRAKE SERVICE

1717 Fannin at Jefferson - Houston 2, Texas

AT wood 6688

at least one job that paid for the mailing," Mrs. Nixon said.

Every six months one piece of mail goes out with return postage guaranteed. This is of vital importance, Mrs. Nixon said, if you are to keep your file current. A return-postage-guaranteed mailing will clear the file of nameplates for people who have moved from the area.

Post cards are also widely used for service customer follow-ups. John Openshaw of Opryland Motor Co., Houston, Texas, is all in favor of this system.

"The best thing that I've found is a printed post card—a thank you. I mail each customer after completing a job," he said. "I have lots of comments on this. It seems to give the customer the idea that he is welcome to come back for an adjustment if one is necessary. This prevents knockers from circulating their griefs where it will do the most harm."

Many firms, of course, send out a double post card after each visit a customer makes to the service department. The customer is asked to return half of the card and tell if he was courteously treated, if the work was satisfactory and if he has any suggestions. This has proved effective in many cases.

H. C. Munroe of Munroe Zedler, Inc.—Chrysler dealership at Miami, Fla., adds a humorous touch to his double post card. The card says simply to the customer, "This is our story. Tell us yours."

The response to these cards has been terrific, Munroe said. Some of it has been humorous but most have been constructive suggestions that have helped to build service files. Our service sales have gone up about

Brakes

Shock Absorbers

Front Ends

Springs

Wheel Balancing
and Alignment

15 per cent since the campaign.

"People apparently like to send letters for free and like the privilege of expressing themselves on what they want."

Thirty-day and 60-day follow-up systems on service customers are, of course, in wide use.

Personal letters sent out over the signature of the service manager are used by Victory Motors, Inc., Dodge-Plymouth dealership in Atlanta. A different theme is used for each of these follow-up letters. A recent one appealed to the air-minded. It read, in part, "You and I as motorists, can take good example from the airlines.

It is common practice for all aircraft to undergo rigid inspection at regular time intervals. With automobiles it just isn't practical to wait for trouble to develop. Those of our customers who have made a practice of allowing us to periodically look over their car have found it results in better operation and less cost in the long run. Lubrication time is inspection time. If your speedometer reads _____, Mr. Doe, now is the time! (Mileage readings are typed in to fit each case—adding 1,000 since the last lube job.)

Automatic Typewriter Used

These letters are individually typed on an automatic electric typewriter.

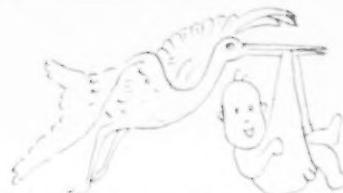
Nash Miami Motors, Miami, Fla., circularizes all those who haven't been back in 60 days, urging them to take care of specific operations. Manager R. W. Muir says they get about 35 per cent results.

Ingraham Motors, De Soto dealership at Miami, Fla., said they work on the service-customer list every day, checking it according to the day of the month. On January 15, for example, they check all service sales of Nov. 15, Oct. 15, Sept. 15 and in dull times all the way back to the previous Jan. 15. Once they find an account that is not buying, they put it on a special list and start sending post cards and letters.

If these do not bring the desired results, they try phone calls and finally personal calls. They have brought back about ten per cent of the old accounts which have been inactive for more than six months.

Phone calls often tie in with direct mail or are used by themselves as a promotion tool. Some firms prefer to have an office worker do the calling, some ask the service manager or mechanic to do it.

Bert Cook, owner of an independent garage in Dallas, Texas, believes the owner himself should make the phone calls. He estimates he has



"NEW ARRIVALS" ARE ALWAYS WELCOME -
Your Studebaker Dealer Invites You
to Come In to inspect Our MODERN SALES
AND SERVICE DEPT-- WI - 1700
"MARTIN MOTOR SALES" - 4904 HAMPDEN LANE

Dear Customer:
You recently favored us with a card for repairs on
your automobile.
May we take this means of expressing our appre-
ciation for this valued business?
Thank you,
Operwall Motor Company
John Operwall



Brother, it's cold outside!
Don't let old man winter catch you
unaware!
YOUR CAR IS PAST DUE FOR
WINTER SERVICE
Play Safe-Better drive in today
• MARTIN MOTOR SALES •
4904 HAMPDEN LANE - WI - 1700
BETHESDA, MD.

Perhaps the favorite promotion "tool" is direct mail, especially post cards. Here are three examples of how they can be used for follow-ups, contacting new customers or just saying "thank you."

brought back 75 per cent of his customers who have been absent 60 to 90 days by calling them personally.

"I make the call in person because the chances are I know all about the car the owner drives or did drive before he traded and I can talk about peculiarities of that car, or the last time the owner was in," Cook said. "If someone else were doing the phoning, the conversation would not be nearly as intelligent from the shop end. Nor would it have the personal

touch that seems to get results.

"I am the boss and I miss this owner's business so much that I take time to call him. He likes that and he likes to talk with the boss."

A low-cost way to boost service business in the summer off season has been worked out by Nolan Brown Cadillac agency at Miami, Fla. The seven service salesmen divide the owner file among themselves and daily phone an average of 20 accounts who

(Continued on page 159)



By PAUL LOCKE
Service Manager, A. C. Burton Co.
(Chrysler) Houston, Texas

Statistics show that many automotive accidents can be traced to a faulty car. Breaking this down, we learn from the National Safety Council that faulty operation concerns brakes, steering apparatus, lights and windshield wipers. Any one of these, or all, needs regular inspection.

To offer this inspection free of charge can be profitable and at the same time render a public service. This statement may sound a little contradictory. Yet our records show that for each car we inspect free of charge, we get a repair order that runs between \$5 and \$10. Front end and brake jobs run this average up. But aside from the dollars and cents volume, our safety-seal campaign has netted us intangible results.

For one thing, it has brought us many new faces—faces we feel car men we'd never see otherwise, for many responding to this free check are driving new cars of all makes.

Why do they come to us for this safety check?

The answer is simple. We've found the average car owner likes the feeling of security that's his when driving a car he knows is safe.

Why hasn't he had it checked, then?

The answer to that, we found, is that the average driver is unaware he is driving an unsafe vehicle. Usually the wear or misalignment has been so gradual and imperceptible the driver makes subconscious allowances to counteract the faults. But when an emergency comes—well, it's too late then!

Over 50 per cent of the drivers who come in for a safety seal are confident nothing is wrong with their cars. They soon then surprise when they learn differently—some rather vociferously! Especially those driving a brand, spanking new car.

We had one such customer as

A Safety-Seal Plan



One of the best ways to promote the safety inspections is to place seals all around the service department so customers will see them.

cently. He was certain we were seeking a front-end job from him that wasn't necessary. I explained to him that his car was not dangerous to drive in its present condition. But it was out of alignment and to drive it would cause excessive wear, and an expensive repair job would ensue eventually.

He knew better.

I personally took that man to four other shops of his choice while he had his front end checked. In every shop, he received the same answer. Dumbfounded, the man apologized for his words and action. He gave us the job of fixing his front end and assured us he was from now on, our permanent customer. And he is keeping his word.

You can expect this reaction from new car owners. But don't let them drive away without convincing them their cars need attention. If so, they will inevitably circulate the story you are behind a racket. After being convinced, however, you can be assured of one more regular service customer.

We have found that having the customer ask for a safety seal is far better than trying to sell him on the idea on the floor. First of all, our regular customers' cars merit a safety seal at any given time. We

attend to that. The drive-in customer, when approached by a service salesman before he gets the details, jumps to the conclusion he is the next victim for some new selling scheme, cleverly disguised.

To overcome this and to reach those who haven't read our newspaper ads or listened to our radio program, we have these seals stuck around at strategic points—over the parts cashier's booth, on easels before accessory shelves and all around our service office windows. The seals evoke the customers' curiosity. They'll ask what they are, and after asking must listen to the answer. This gives our service salesmen an opening to tell their story.

Our service department is doing an average of some \$25,000 a month. We have made no attempt to break down the figures to determine the amount this promotion is bringing us. But we have kept track of the number of seals we have attached per day and it runs right at eight.

Keeping a record would mean more difficulties. For example, we had one man drive in for a safety check. His car was old. At the time he could not afford to have the recommended work done. He made three trips back until his car merited a safety seal from our department.

Attracts Customers



The necessary tests and adjustments made, Locke attaches a seal to the windshield while General Manager F. S. Rinhardt watches him.

I could cite you example after example to prove car owners want a safe car under them. The problem is to get them in for an inspection, to induce them to come in of their own volition rather than attempt to sell them after they have driven in for some specific need.

To keep continually hammering away at one subject soon becomes irksome. People listen without hearing. The attention value has been

lost by prolonged repetition. Hence we confine our safety seal promotion to periods preceding holidays and vacations, for example, school opening, Labor Day and Christmas.

We have found these the productive seasons and reserve our promotion until it will get the most response.

We have used both newspaper and radio. We have found the results about equal. If the advertising



budget permits, I suggest using both. The more car owners who know about it, the more volume you can expect.

Apart from the dollar volume we have garnered, we feel that we have won more new friends for the firm with the inspection than with any other promotion we have put over.

You'd be surprised to know of the number of people who used this safety-seal check as a means to get acquainted with our shop and our personnel.

After reading the advertising copy, he will learn that our offer places the car owner under no obligation to have the repair work done here. And this was no trick wording. We meant just that. And because we took that attitude, the customer willingly gave us the job in nine cases out of ten!

Don't be misled into thinking our service salesmen deliberately invited the customer to take this work elsewhere! Oh, no! We have a mod-

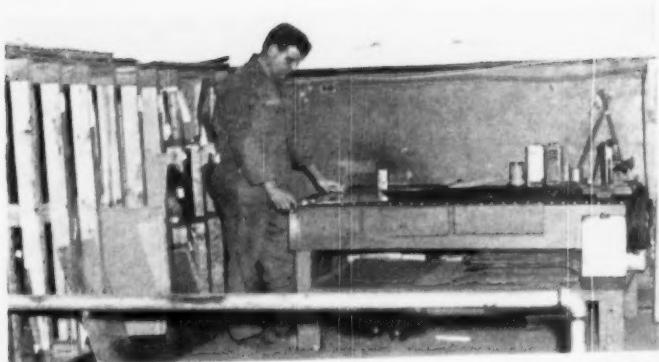
Continued on page 124

The safety-inspection campaigns help to keep Locke busy but they also help to keep him smiling.



One of the drivers to receive a safety seal was Capt. E. P. Pyle, head of the police department's safety division. Pyle expressed congratulations for the company's contribution to safer driving in the city.





Making Clear Profit with Glass Work

By Baron Creager
Southwestern Editor

During the calendar year of 1949 a net profit of more than \$7,000 was shown by the glass department of the Earl Hayes Chevrolet in Dallas, Texas.

Merely arithmetic does not reveal the entire profit picture, however, for there are a number of lucrative advantages and benefits that result from presence of such a department. That is the experience of the Earl Hayes Co., as related by Jack London, service manager.

True it is that this dealership is one of the biggest in one of the South's biggest cities. But both London and the local distributor for safety and plate glass believe such a department can be a paying proposition in smaller dealerships and garages if management is aggressive and ingenious enough to attract this business from its many sources.

"In considering the attractions of a glass department," London commented, "let's leave out the dollars and cents for a moment."

"Before we had a glass department, requests for glass installations constituted a genuine nuisance. We never tried to sell glass. In fact, we avoided this business as if it were poison."

"A customer would ask that we install, for example, a ventilator glass.

We were unable to do the job. We had to call on specialists who had their work schedules and could not drop what they were doing and service our customers. This resulted in delays and, almost invariably, an irritated customer."

"For that reason, merely having a glass department is an outstanding advantage. And we were able to live up to our claim that we install glass while the customer waits."

Investment Is \$3,750

London pointed out that the item of \$7,000 net profit was realized on an investment of \$3,750. Of this, \$950 is invested in equipment, including racks, grinding machine, glass vise and a few special pieces of equipment. This remaining \$2,800 is the normal inventory of glass, chalk and pattern paper.

Furthermore, the glass department, which need not look pretty, can be stuck off in almost any dead space in a building, although the department should be near the body and paint departments. Nor does it require a great amount of space being contained, in this case, in a floor area 15 by 30 feet. One specialist in charge and a helper at \$30 a week handled the volume indicated previously.

This volume was not so astounding

in the matter of glass sales only, amounting last year to \$8,600, on which the gross profit is 40 per cent. But labor in the department ran almost half as much again, amounting to \$11,400, and was divided on a 50-50 basis between the dealership and the specialist in charge. Thus the total gross profit from the sale of both glass and labor, less 20 per cent for overhead, results in more than \$7,000 in net profit.

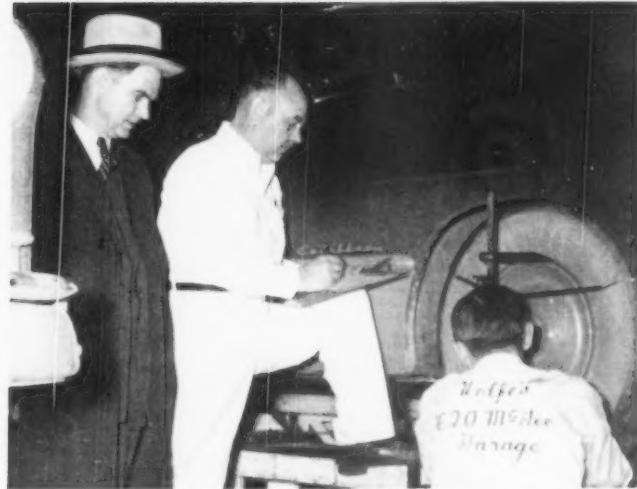
"There are many profitable angles to be worked through a glass department," London said.

"For illustration, with such a department we see many owners and men car that we would not otherwise contact. Therefore we get more cars into the dealership and, when A. C. 'Tim' Boren, our department manager, installs a piece of glass, he generally finds justification for adding to his labor sales."

"Let's assume he installs a door glass. In doing so, he finds that inner body hardware needs repairing or replacing. A remote control is in bad condition or a door lock, a regulator or a channel. While this mechanism is laid open we call the customer and get approval of the additional labor."

"And, of course, our department

(Continued on page 134)



Above: To obtain guarantees, customers must accept the complete recommendation of Wolfe (center), who is shown listing the services needed by a customer who was brought in by ad at right.

**His Plan
Resulted in--**

Lining Up Alignment Jobs Fast

WHEEL ALIGNING

**WOLFE'S GARAGE, 1620 McGEE, VI. 1750. ASK FOR OUR WRITTEN
1-YR. GUARANTEE**

Below: The rubber stamp goes down on the bill, making the guarantee effective. The customer can bring the car back at any time during the one-year period for a free check.

By L. H. Houck

If the car owners of Kansas City were amazed by an advertisement of Wolfe's Garage, offering to guarantee wheel-aligning jobs for one year, they had nothing on H. G. Wolfe, the owner, when he saw the results.

Within 12 hours after the advertisement appeared in the Sunday newspaper, he received the front end business for a fleet of 47 units. The next day he got a telephone call from a customer who had gone to Decatur, Ill., to be with an ill relative. He had read the ad and asked Wolfe to get his car out of the garage and give the front end the works on the one-year guarantee basis.

Wolfe had been thinking about offering a one-year guarantee with alignment jobs for some time, not so much to generate new business as to increase the confidence of owners in wheel alignment. Both alignment machines are in full-time use every day at the Wolfe shop and a third one will be installed this spring.

The guarantee idea came about because he got so many customers who had been disappointed with alignment



obtained in other places and who lamented the fact that the slightest bump would throw their cars out of line. Then they would lose a lot of rubber off front tires before it was discovered. They wondered why the service wasn't better.

A check of his alignment jobs dur-

ing the past three years showed Wolfe that certain jobs had gone over two years without losing alignment and that all the jobs which were completed according to Wolfe's recommendations were running one year or longer without adjustment.

Not every car owner can qualify, on

will qualify, for the one-year guarantee. The car owner who does must accept the recommendations made by Wolfe. For instance, he must take the whole job. If the recommendation runs \$60, he can't take \$20 worth and get the guarantee. However, not every car needs everything in order to qualify. The gist of it is that owners must allow Wolfe to do the best job, which may include bushings and wheel balancing.

Now as to the bumps, Wolfe is of the opinion that the common theory that a slight bump will throw a car out of alignment is merely the excuse for a poor job. As a matter of fact it takes a pretty big bump to throw a car out that was right in the first place, Wolfe said.

The biggest enemy of front-end alignment and knee action bushings is found in out-of-balance wheels, he believes.

For instance, he had a customer who sold lubrication greases for a major oil company. The salesman had so much trouble beating out bushings in the front end of his car that he was beginning to think the grease he was selling wasn't any good.

In fact, this salesman's car was used as a test case on which to base the one-year guarantee. The car was chronically out of balance and one day the salesman brought the car to Wolfe's Garage and told him the whole story, including the fact that maybe the grease wasn't any good because he lost too many bushings.

Wolfe checked this car himself

"You know, I sort of miss their nosing around watchin' ev'ry move I made."



Two alignment machines are kept busy every day at this garage and H. G. Wolfe, the owner, plans to install a third unit this spring.

and then discussed wheel balancing with the salesman. The salesman said that wheel balancing was a lot of hooey and was designed to sell something.

Wolfe agreed with him in part. "It is designed to sell something if you don't do it and that something is bushings," Wolfe told him. "Your car not only rides rough and steers poorly but the out-of-balance condition beats out the brass bushings almost as fast as you can put them in. Let me suggest that you buy a complete job here and let us balance those

wheels. You check with us and let us keep them in balance and you won't have to buy a front-end alignment or a bushing for more than a year."

The salesman said, "If you'll stand back of that offer, I'll do it."

Needless to relate he didn't need to buy a front-end job or bushing for two years and now the salesman is the most particular customer Wolfe has about wheel balancing.

The one-year policy went into effect on January 1 and during the first month brought in the hard-to-fix cars—cars used by fleets and salesmen.

During the first year the customer can get a free inspection at any time and correction will be free. The guarantee does not cover parts, but most parts usually outlast the guarantee and very suitable guarantees of their own.

The physical part of the guarantee consists of a short agreement and guarantee on a rubber stamp. The customer's bill is merely stamped with the guarantee provisions. The provisions do not cover damage from accidents and to collect on the guarantee the customer must bring the car to the Wolfe shop. He can't have it done somewhere else and send Wolfe a bill.

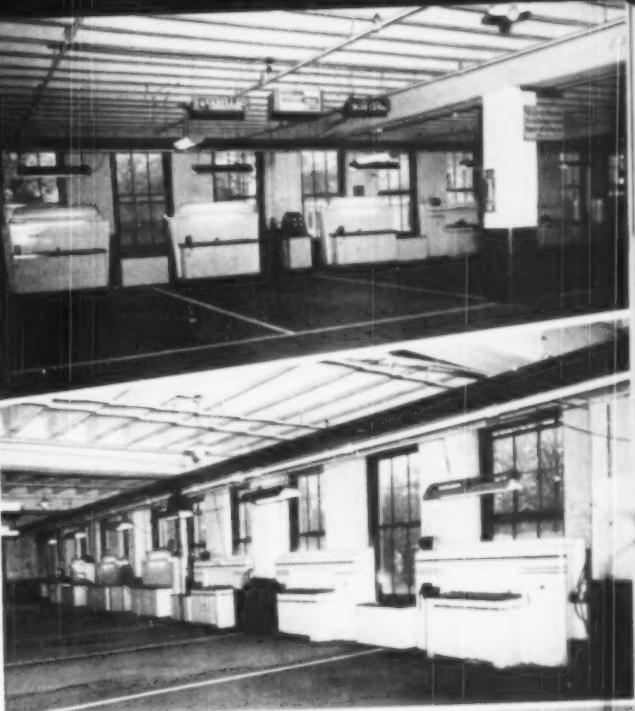
Wolfe does not road-test cars after alignment. He takes the stand that if the work is properly done on a good front-end machine, road-testing is a totally unnecessary expense.

Customers who have a guaranteed one-year job are asked to bring their cars in for a check at any time they think it does not steer properly or if they think they have knocked it out



The Latest in Tarheelia

It's a long way from the dirt-floored garage shown in the upper left corner to the special automatic-transmission department at upper right, just one section of the fine building of Thomas-Cadillac-Olds, Inc., Charlotte, N. C. A modernization and remodeling program has been completed at the four-story building, which has a floor space of more than 40,000 square feet. The showroom and part of the service area are on the first floor. The new-car sales staff is headed by W. T. Snyder and service is under the direction of L. R. Carlton. Other service sections are on the second floor. The parts department under Harris A. Morse is on the third floor and the body department on the fourth. G. C. Thomas, who has been in the automotive business since 1903, is president.

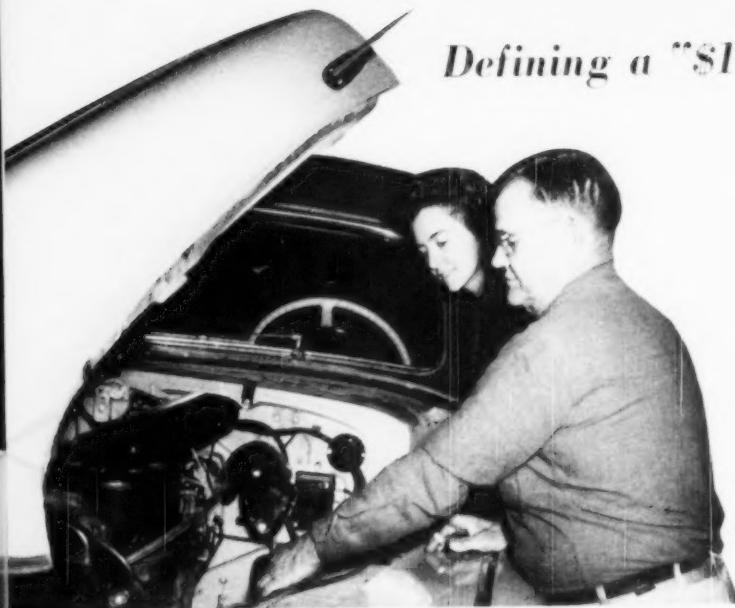


Shown top to bottom are the automatic-transmission department, some of the stalls, the customer reception area and the entrance to the service department on the second floor.



Defining a "SI Job" Means

Selling More Lubes



The steering column of a car must be oiled but that's not included in the regular lubrication job. Egger is telling this new customer,

During my 35 years in the automotive repair business, I have learned an important fact about selling lubrication. A vital point in building and maintaining profitable lube volume is making sure that the customer fully understands what service he does not receive when you sell him an ordinary SI grease job.

My partner, T. Atwell Egger, Sr., and I personally supervise an average of 65 lube jobs a week and I would say that 99 per cent of these customers are repeaters. They are satisfied with our lubrication work and do not drive into one of the two service stations adjoining our shop, not only because our work is thorough and completely performed but because each knows what to expect for his dollar.

They understand the confinements of our dollar lube job for passengers cars so they are usually perfectly satisfied with the results. We do not average two kickbacks a month on lubrication now. Our lube volume is steadily increasing.

Today our lift is ten per cent busier than it was a year ago. Mr. Egger and I feel that a good percentage of this increase has been due to the favorable "advertising" we receive from our regular lube customers. Ninety per cent of our customers come to us for their grease jobs.

What do I mean by explaining what a lube job doesn't include? It's

like this. I have discovered

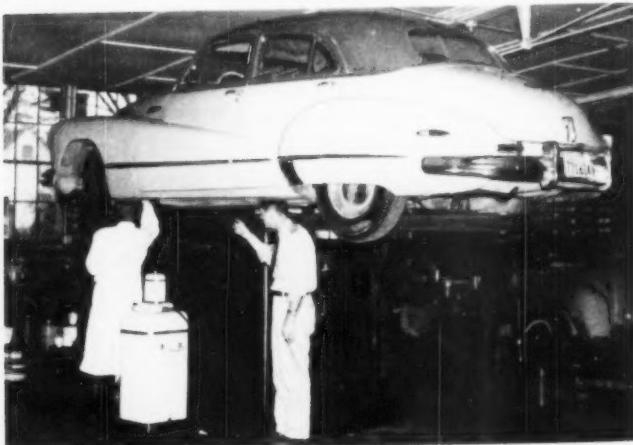
Suppose Joe Jinks drives into our shop to get his car greased. Joe hasn't owned a car very long or perhaps he just doesn't fully understand the functioning of a modern automobile. He thinks that when his car rolls down off the grease rack, it's running to speaks, rattles or friction of any sort. He doesn't know that on an ordinary lube only the front end

back wheels aren't pulled, the universal joints aren't lubricated and the transmission and differential grease isn't changed.

Let's imagine that no one in the shop sets Joe straight on these matters. His car receives a proper lubrication job and off he drives. A short time later one of his front wheels develops a persistent squeak. Joe

(Continued on page 142)

Either the author (at right) or his partner personally checks each lube job to guard against complaints and spot any additional work.



"Travel Appeal" Sells Spring Tune-Ups



SPRING tune-up may be necessary service to the automobile owner but it is much more than that to Henry Crawford, who owns Harry's Garage, St. Louis, Mo.

Crawford calls them "vacation tune-ups" and credits them with doubling his business in the five years he has owned the place, and accounting for the greatest volume produced in its 20-year history.

The trouble with selling a tune-up job even though it is badly needed, according to Crawford, is that a car will knock around town in most any kind of condition. Since the owner is always in a hurry and he is near service, he puts up with minor annoyances and can often be brought into the garage only with a tow car.

But let this car owner go away on a vacation and have to spend one day in a garage getting his car fixed and, according to Crawford, you've got a man who feels like he has either been cheated by his car or his service garage.

Crawford starts selling spring or vacation tune-ups in February and March. Most of his regular customers are in often for gas, oil or lubrication, so he begins reminding them that vacation time is coming and that the shop will be needed. He advises them that a full tune-up should be

given when the antifreeze is taken out.

So that major tune-ups as well as minor ones can be profitable in relation to time spent and results obtained, he has equipped his shop with electric analyzing equipment, distributor testing machines and spark plug cleaning and testing equipment, besides other standard shop equipment.

When two men go to work on a tune-up job with this electric analyzing equipment, it doesn't take long. Crawford starts promotions early in the year so customers can hit the road as soon as they want to.



The urge to travel is a symptom of spring fever and a good selling point for spring tune-up too. Crawford (right, above) has a number of customers like the one at left who come by after a trip to thank him for such pleasant motoring.

His tune-up job consists of complete check of the carburetion system, the ignition system, valves, compression, starting, lighting and cooling system.

Parts that show a need are replaced. Generator and voltage regulator are thoroughly checked because one of the most annoying things that can happen to a vacationist outside of an imperative car w generator and regulator trouble that serves to spoil the vacation trip with dead batteries, hard starting and no lights.

Another point about selling the vacation tune up, according to Crawford, is the fact that the average carowner not only does not want to lose any of his precious vacation time waiting in a garage for his car to be fixed, but he also does not want to





Machines such as this distributor tester make it possible to adjust cars to exact specifications and make a profit while charging reasonable prices for the tune-ups.

that his newly-tuned-up car performs efficiently on a vacation trip, he is also prone to have double the kick if it fails.

Consequently the tune-up job must be good. Mechanics at Harry's Garage take no chances. They make sure that everything is as it should be and that the car will perform correctly if the customer takes advantage of their recommendations. Most of

tuned whether work or parts on the tune up job were at fault. If the customer knows that the trouble is in a unit not covered on the bill, he will continue to be a customer.

Another point in rendering the itemized bill is to install standard, guaranteed and known parts when parts are replaced on the tune-up. For instance, Crawford pointed out, when you install a set of spark plug



"Vacation" tune-ups have been a big factor in boosting volume at this Missouri garage to the highest level in its 20-year history.

be placed in a position of having to buy services from strangers. Consequently, when the tune-up selling message is tied in with the vacation theme, Crawford finds the customer is a more ready listener.

But there are pitfalls in the campaign to keep repeat customers. Crawford believes in the theory that a one-time customer is not of much value. It's the repeat business that counts.

If the customer appreciates the fact

the customer does. Those who don't are politely warned that such-and-such trouble may happen.

Another safeguard is to render a strictly itemized bill to the customer on each tune-up and to keep a copy.

If something does happen on the vacation trip, it can be readily checked.

be sure they are standard brand plugs, or in the case of points, be sure they are quality products. Otherwise some of the parts may fail on the trip, which gives the mechanic and shop a black eye and in all probability will lose the customer for good.

One of the easiest places to fall down on a vacation-special job, Crawford said, is in the cooling system. If some of the tubes are clogged up and there are leaks in the radiator, he insists on removing it and thoroughly cleaning the radiator and the engine block. When cars go from the level plains into the mountains with the least bit of a clogged cooling system, it may mean a halt day or so in some shops.

Regular customers who have not been around prior to vacation time usually called on the phone and asked about their vacation plans and the condition of their automobiles. This calling by telephone often brings in a shopful of spring work.

These annual spring tuneup campaigns furnish other departments with a great deal of work, according to Crawford. The tune-up, he said, often discloses the need for a new clutch or for a complete engine over-haul. The most frequently produced job, he said, is a valve grinding one.

(Continued on page 148)



Why We Keep a \$3,000 Parts Inventory

How much should garage owners stock to meet trade demands? A Houston garageman gives his reasons for good parts inventory.

By LONNIE DENHAM
Owner, Central Park Garage
Houston, Texas

"Why should we have considerable money tied up in parts stocks?" some garage owners ask. "That's the public's responsibility!"

Experience alone proves the fallacy of this reasoning, more so under present conditions. Today a big percentage of our dollar volume comes from small jobs—jobs the customer expects to be completed within an hour or two, often less.

Without the parts, what are you going to do? You can either explain to the customer that he will be obliged to wait an extra hour or two while you chase parts or discourage his waiting. Since it's a small job, you don't mind if he takes it to a competitor.

In either instance, you are the loser. If you have to spend time and money to chase the parts, the expense involved will eat up the net profit—if not the gross. If the car is taken to a competitor, the competitor will get the ensuing job.

And, remember, the jobbers sell the parts regardless of who does the work. So, after all, the jobbers assume their responsibility by having the parts for those who want to buy them.

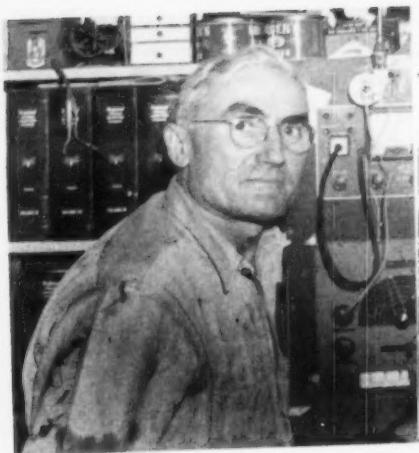
For those difficult to convince, let's break this down: \$5,000 invested in parts is an investment that pays greater dividends than any other.

Arrangement of the parts stock is similar to the way jobbers' stocks are kept so jobber salesmen can look over stock quickly and help with the weekly parts orders.

Items Stocked

Fuel pumps for all cars—at least three of each.
Gaskets for all popular cars.
Armatures.
Distributor caps for all popular cars.
Piston ring sets—one make in all sizes.
Water pumps.
Brakes, lining, hose, overhaul cylinder kits for all popular cars.
Carburetors for replacement, repair parts.
Fan belts of all sizes.
Ignition parts for all popular makes.
Shocks.
Drag lines.
Windshield wipers and motors, repair parts, blades, arms, etc.
Wiring sets and spools of various sizes and types.
Battery cables of all sizes.
Mufflers—at least two types for various makes. One standard.
Exhaust pipes for all popular makes.
Valves.
Spring shackles.
Bearings, three makes.
Pistons for Chevrolet, Plymouth and Dodge.
Radiator hose.
Bolts and other small items too numerous to catalog.





Here are pictured Owner Lonnie Denham and his attractive building.

er connected with the business.

Interest on three thousand dollars at six per cent amounts to \$180. But don't forget that the money is turned over many times during a twelve month period.

But let's take a static view of the investment. By carrying an inventory of parts, I eliminate the expense of one man to chase parts plus the saving on transportation involved. Need I point out that the \$180 would be spent within a few weeks, and unsatisfactorily, without the stock of parts on hand?

Now I have had experience chasing parts. I tried hiring an inexperienced man because he came cheaper. He didn't know what he was being sent after and couldn't recognize the parts when he saw them. Because customers are sometimes careless or inexperienced, two trips were involved. This delayed the work and was costly from two angles.

I have found the average customer is geared to quick service. Often he wants to wait for his job to be completed. These customers go back to the place where they received prompt service. The small jobs eventually lead to the bigger ones and the time spent on them can be counted as good-will building.

On building up an inventory, I've found that each garage owner will have his individual problem. You know your regular customers, the make and model cars they drive. You might start off stocking what might be termed emergency parts to take care of expected trouble. Remember these parts are not perishable, they'll keep until needed.

Next, if you are specializing in

car or thoroughbred and your garage looks inviting, you can expect a good deal of drop-in trade—motorists with a skipping motor, those whose windshield wipers need adjusting and new blades, brakes that need adjusting.

If you have them, you can still plenty of extra oil filters, carburetor spark plugs, light bulbs and sets of distributor wires. These are, in a sense, impulse items. Motorists in a hurry often prefer buying new items rather than waiting for the old to be repaired. This is all plus business you come by without effort as a consequence of carrying an inventory.

Stocks on Weekly Turnover

Keeping a balanced inventory of parts will depend on each individual operation. Keeping a complete stock on a weekly turnover basis is preferred to stocking up heavily on a few items and not stocking others that might have a slow turnover. Keeping a balanced stock at all times is the essential factor.

Perhaps space is a problem for many readers. It was once considered so by us. But we managed to bring part of our office, which we enlarged for the purpose. About 25 per cent of our floor space is given to our parts department/office combination. And this space proves to be bigger net profit than any other space in the building!

Today you look upon your parts department as an income producer, costing more than just to be run loss with it. You will have no scrap items and parts will be misplaced and permanently lost.

After experimenting with various

shelving and bins, we found that ready-made equipment for the purpose is far more practical and less expensive in the long run than home-made ones. They are compact, bins are the right size without wasting and metal bins are easier to keep.

I have found my jobbers eager to cooperate with me. As most of us have patronized only a few of them regularly, they know pretty well what we need and the quantity. I have yet to find one who tried to load me up or sell me something I would have no calls for. In fact the jobbers are more than anxious to see that I am completely satisfied with the set-up. This takes a load off them from making daily and emergency deliveries.

Of course, I am caught short occasionally. When this happens, I can depend on whole-hearted cooperation from my jobbers. Seemingly, I have built up some sort of reserve with them, it's something like that. At least they deliver the parts at once and no delay.

For those who may wish a check-over of my inventory, one is reproduced on the first page of this article. But this is only a guide for some situations may be different.

Figure it up, break it down! If I had this money out buying me in six per cent, I'd receive \$180 in dividends \$15 a month, less than \$4 a week.忘掉 the added dollars you make from satisfied customers isn't the convenience worth more than \$4 a week?

Caring a stock of parts is a money-maker, a worry and anxiety eliminator. And it's no expense, no trouble and without losses to absorb.



The low-priced two-door sedan, to go into production this summer, will have a four- or six-cylinder engine and reportedly will give 30 to 35 miles a gallon. It has seating room for five passengers.

A larger glass area, "sweetheart" curves for windshield and rear window and the heavy chrome "rub rail" are features of the 1951 Kaiser bodies. Hydra-Matic drive is offered as optional equipment.

K-F Shows Three '51 Series



THREE new lines—a low-priced sedan, the Kaiser in 12 body types and the Frazer in five body types—were shown publicly by K-K-Frazer Corp. last month.

The Kaiser and Frazer Manhattan models are powered by a 117-horse power Super sonic engine with conventional drive, overdrive or Hydra-Matic drive. The low-priced car, scheduled to go into production June 30, will have an option of a four cylinder or six-cylinder engine.

This low-priced car, as yet unnamed, has a standard tread and full five passenger seating room, a com-

pany announcement said. It is said to deliver 30-35 miles a gallon of gasoline.

A folding seat arrangement gives luggage space which can be reached from the inside of the car. With rear seat upright for passenger use, there is more than 20 cubic feet of space for luggage. With seat folded down, cargo space is increased to 55 cubic feet. Overall interior space provides plenty of leg room for six passengers, company engineers said.

Low hood, low "waistline" and large glass area of the two-door sedan add to comfort, safety and appear-

ance, the factory reported.

We didn't sacrifice the use of basic automotive parts of standard design or chassis. Henry J. Kaiser, chairman of the board, said. "We introduced such stylized features as body side-spear, wheel cut-out flanges and other sheet metal detail that incorporates rigidity, manufacturing advantages and style as a triple function."

The Kaiser and Frazer lines feature a number of mechanical and styling changes. The Super sonic engine is said to give better acceleration and greater fuel economy.

The engine has a high-capacity sealed cooling system, precision balanced piston with a thick chrome top ring and manganese tappets. An extra rigid black, center-of-gravity, engine mounting and 100 percent counter balanced crankshaft also contribute to performance, company engineers stated.

Overall brakes give increased efficiency and life. Center-point steering with "lock socket" linkage and new springing which curbs side sway due to ease of driving and comfort.

Pistol grip hand brake placed next to the ignition switch and a single key ignition and lock system are styling features. The faceted ventlating

Continued on page 150





At first the incentive pay plan brought headaches, not smiles, to Griff (at left) and Dudley Vance. But with the help of the form below and a revision of the system, desired results were obtained by the firm.



"I'm looking forward to fewer errors and a more friendly attitude toward each other and our customers under the plan," said Daisy Cuendet, who manages the office.

Grade Sheet for Bonus Plan

Name _____

Attitude — 50%

- 1.—Willingness to cooperate with all departments and employees.
- 2.—Willingness to watch and help control company cost: lights, fan, water, parts replacements, used cars, come-back work and other supplies.
- 3.—Watch customers' cost: ability and willingness to try to stay under estimate, no over-charge.
- 4.—Conduct with and around customers: temper, language, listen and try to help customer.
- 5.—Cleanliness: personal, tools, seat covers, company equipment, working space, etc.
- 6.—Make inspections: help diagnose, help sell, 2-20 reports.

	Points Potentially Possible	Points Actual
--	-----------------------------	---------------

10

5

5

10

10

10

10

10

10

10

10

10

5

(This column filled in each month by department head other than employee's own department head.)

Productivity — 50%

- 1.—Personal production: ability to produce, actual production.
- 2.—Trainee's production and cost: trainee working with trainer, salesman working with other salesmen.
- 3.—Quality of production: excellent, good, fair, poor.
- 4.—Time spent away from job: too much coffee, unnecessary time off.
- 5.—Follow detail of assignment: small work on repair orders, follow-up on customers, follow-up on parts ordered, carry clear through on any job.
- 6.—Complete work needed out after hours: mechanics, parts men, anyone else.

Now Our

With we have gone through various stages of disappointment over our incentive pay plan, the thought of discontinuing it never received serious consideration. We worked with it, always seeking improvement and reworking it that it might accomplish its purpose.

For a full year, Dad and we two sons sat about, searching out ideas from many sources. We did not find a plan that we thought workable. Taking what information we had accumulated, we developed a plan of our own and hence suffered the pitfalls that accompany piecing together originally.

Basically our plan was all wrong. We can't honestly say the plan was wrong from a technical standpoint. For in theory it should have worked out beautifully for all concerned. But like so many plans of this nature, it failed to take into consideration the human factor.

We still hold fast to the idea that the function of an incentive pay plan is to imbue the employees with the urge and spirit to advance their firm's business and receive an equitable share of the proceeds for their enthusiastic efforts.

Seemingly the employees look upon it as a cleverly disguised gift from the management—a reward to which they were entitled anyway. Maybe their interpretation just differs from ours. At any rate, there



Martin Eberhart, in charge of lubrication, likes the revised plan. "Those who produce should receive the biggest share, regardless of seniority," sums up his feelings.



Although he had 1,000 shares under the old system, Frank Oliphant, the shop superintendent, is in favor of the plan which makes each employee earn all his points.



O. D. Price, who has been leading the other porters in earned points, said he is all for the new plan. "I like my job, the firm and the customers I work for," he said.

Incentive Plan Really Works!

was a difference of opinion and we changed that!

The whole misconception can be traced directly to the participants' lack of understanding—or our lack of being able to understand them.

Briefly, our plan was set up to give our employees an extra reward for extra effort. First, we set aside an amount equivalent to ten per cent on our investment. The firm must earn this amount before any money was to be appropriated for the fund. This was to assure us that if the firm should fail to operate at a profit during ensuing years, we would not be obligated to pay a bonus on any losses to the employees.

After the ten per cent deduction is made, 50 per cent of the remaining money was to be divided among our employees. To determine the varying amounts each employee would receive, we set up shares. Of course, at the time no one knew the value of a share. But a man with 1,000 shares would receive twice as much as the man holding 500 shares.

We issued 1,000 shares to department heads; 500 shares to our best mechanics—based mostly on seniority—and other employees were graduated down to where new porters had no more than 100 shares.

This plan went into effect January 1, 1949. January 1, 1950, was the date of ushering in a radically

By GRIFF D. VANCE, JR., and
A. DUDLEY VANCE
Co-owners, Vance & Sons Nash Co.,
Houston, Texas

changed plan of incentive pay.

After the introduction of our plan a year ago, the employees acclaimed it loudly—and then went quietly back to their work. That was that. This was a surprise to us! Noting the indifference, we again called the employees into meeting.

We went over the purpose of an incentive pay plan thoroughly with them. We tried to arouse them by giving examples of how much some added effort on their part would mean when it was time to give them their checks.

We didn't move them. We tried again and again. Finally we decided further attempts would be useless. We came to the conclusion, at long last, that the average working man is unable to see a year ahead. His problems are immediate ones. But we had set a plan in motion, and we

This incentive pay system was adapted from several which the company tested.

weren't going to back down defeated.

Our idea at that moment was to salvage something from our first year's trial brash experience. In August, we called another meeting.

This time we were bluntly explicit in explaining that our purpose in setting up an incentive pay plan for employees was to accomplish a joint purpose. And so far the plan had failed to fuel their ambition. We went so far as to explain that we were paying them for doing their work and doing it well. What we anticipated was that, given an inducement, they would exert themselves in our behalf as well as their own. That while a mechanic, for example, was being paid for doing creditable work, he wasn't obligated to bring in new customers. We pointed out that he had friends, neighbors and relatives. And that he was in a position to bring a share of that business into the shop. Although as he was now to be cut in on the profits, this was to his advantage.

Following this, we announced a new policy. From now on we were going to grade each employee monthly. We had already drafted a form for this purpose and we explained it. From now on if an employee rated only 60 per cent of the possibilities, that month he would be eligible to receive only 60 per cent value for his shares.

(Continued on page 126)



NEWS BRIEFS of the

Geil Goes to Kansas City As Dodge Manager

D. A. Geil is now regional manager for the Dodge Division at Kansas City, succeeding J. W. West, resigned. The region covers parts of Missouri, Kansas, Oklahoma, New Mexico and Colorado.

Geil has been in the automotive industry for 16 years, working most of that time in Texas, Missouri and Kansas. He was for a time district truck manager and regional truck manager in the Kansas City region for Dodge.

Persia Leaves Dallas

Mike Persia, who had been vice-president of Duran Chevrolet, Inc., Dallas, since the firm was established more than three years ago, has sold his interest to members of the Duran family and resigned to open a Chevrolet dealership in New Orleans, La.

McCarty Joins Kaiser-Frazer

E. J. McCarty has joined Kaiser-Frazer Corp. as southeastern regional



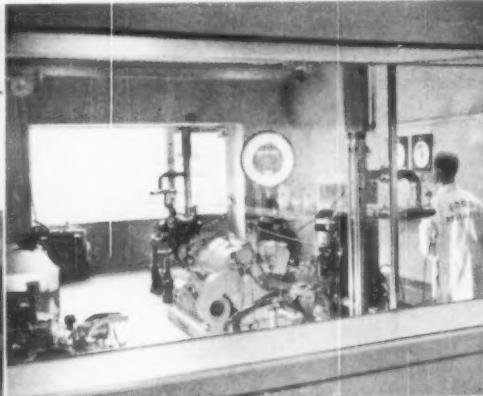
Here are the new officers of the Automobile Trade Association of Maryland (L to r.): Joseph J. Rochlitz of Mid-City Sales Co., Baltimore, secretary-treasurer; Frank L. Marsden of Marsden Chevrolet, Inc., Towson, reelected president, and C. Lamar Creswell of Belair Road Chevrolet Co., Inc., Baltimore, vice-president.

manager, with headquarters in Atlanta. Formerly regional manager in Atlanta for the Dodge Division, he

was most recently with a Dodge dealership in Florida. For a time he was with Chevrolet Motor Division.

Henry Ford, II, shows Director William C. Ford (left) and Benson Ford details of a scale model of Ford Motor Co.'s new Research and Engineering Center. The first wing of the center, housing 15 test rooms equipped with electronically-controlled, 200-horsepower amphyne, direct-current dynamometers, has been in opera-

tion several months. One of these is shown in right-hand photo. When completed, the center will include 38 test rooms which will contain 32 engine and two transmission units, one carburetor flow stand room, two vehicle test rooms and one axle test room. The central part of the building will house administrative offices.



AUTOMOTIVE INDUSTRY



J. L. Tysinger, president of Tysinger Motor Co. (Dodge-Plymouth), Hampton, has succeeded Thomas C. Utterback as president of the Automotive Trade Association of Virginia. Smith-Utterback (Dodge-Plymouth) at Richmond, with which Utterback was connected, has been sold. Charles E. Moses, Chevrolet dealer at Appomattox, has been elected first vice-president to succeed Tysinger.

Looking Ahead

- March 25-26—Eight Southwest Automobile Show, The Coliseum, San Antonio, Texas.
- April 16-17—Spring meeting of Automotive Wholesalers Association of Alabama, Hotel Jefferson, Davis, Montgomery.
- April 25-27—Third Highway Train portation Congress, sponsored by National Highway Users Conference, Marlboro Hotel, Washington, D. C.
- May 14-17—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.
- May 15-16—Southeast Automobile Show conference, Baltimore Hotel, Atlanta, Ga.
- May 18-20—Annual convention of Automotive Engine Rebuilders Association, New Jefferson Hotel, St. Louis, Missouri.

May 27—Annual convention of Missouri Automobile Dealers Association, Hotel President, Kansas City, Mo.

Sept. 9-11—Annual convention of South Carolina Automobile Dealer Association, Ocean Front Hotel, Myrtle Beach, S. C.

Oct. 15-17—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis.

Oct. 19-20—Annual convention of Florida Automobile Dealers Association, Baltimore Hotel, West Palm Beach, Fla.

Dec. 3-12—Business conference of National Standard Parts Association, Chicago, Ill.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago, Ill.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami.

April 19-22, 1951—Southeast Automobile Show, Birmingham, Ala.

So Get It Off Your Chest!

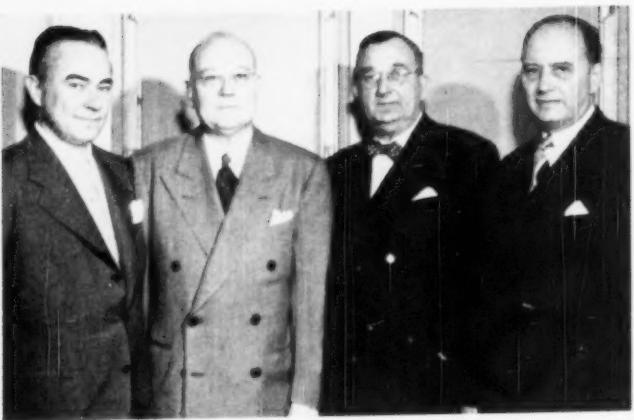
With the Feb. 10-11 issue of SOUTHERN AUTOMOTIVE JOURNAL began carrying a column of comments and chit-chat about automotive things in general two pages long. This answers the suggestion by readers for a spot in each issue where they can give their views.

What's on your mind? The editor would like to know. If there are questions on your mind, we'll help you to ask a wide audience for the answers. And if you have some answers to some of your own questions, we would like to present them too.

Speak up, man! Don't be bashful at a time like this.

Southern charm brightened Atlantic City last month during the NADA convention. This happy group from Mississippi includes (l. to r.): Seated, Mrs. Harry McArthur of Hattiesburg; Miss Katherine Wright of Pascagoula, who is "Miss Mississippi" and runner-up in the "Miss America" contest; and Mrs. S. E. Kossman of Cleveland; standing, Tom Garrett, Jr., secretary-treasurer of the Mississippi Automobile and Dealers Association; S. E. Kossman, president of the association, and NADA Director Harry McArthur.





Heading up the National Automobile Dealers Association until their successors are named at Miami next January will be (l. to r.): Charles C. Freed of Salt Lake City, Utah, secretary; Fred L. Haller, Hudson dealer of Washington, D. C., president; R. D. McKay of Wichita, Kan., first vice-president, and E. S. Dowd of Cleveland, Ohio, treasurer. Haller had been first vice-president of the association.

Southerners Get Around At the NADA Convention

From the broad hummed hat of Tom Abbott (president of the Texas Automotive Dealers Association) to the orchestra leader's comment during the grand ball that "There sure seem to be a lot of Gypsies out there tonight," the annual convention of the National Automobile Dealers Association was one in which dealers from the South figured prominently last month at Atlantic City.

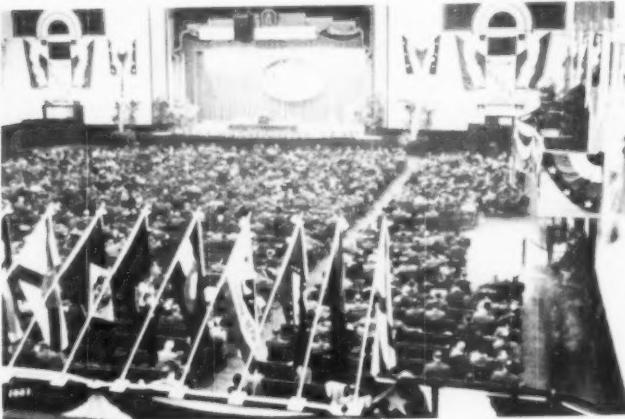
They were on panels and they spoke at some of the general sessions. And the meeting wound up by electing three southerners to high office and by selecting Miami and Miami Beach for the next gathering — January 7 through January 10.

Fred L. Haller, Hudson dealer of Washington, D. C., was elected from the first vice presidency to presidency of NADA. R. D. McKay of Wichita, Kan., was named first vice president; Charles C. Freed of Salt Lake City, Utah, was named secretary; E. S. Dowd of Cleveland, Ohio, was chosen as treasurer and Dr. Green of Washington, D. C., was reelected assistant treasurer.

Resolutions were adopted expressing disapproval of the proposed Federal Trade Commission rules governing the time sales financing of automobiles, opposing the reduction of historic discounts to dealers on component and non-competitive parts of new vehicles, such as automatic trans-

misions, fluid drives and overdrives; opposing the manufacturer's practice of charging car and truck dealers for cooperative advertising, the cost of which it stated should be borne solely by the manufacturer; authorizing continuance of all efforts to halt the bootlegging of new automobiles and urging the restoration of territorial security clauses in all selling agreements; urging the repeal or substantial reduction of excise taxes levied on automobiles and trucks; urging

Here's a typical scene of a general session during the annual meeting of National Automobile Dealers Association last month.



SOUTHERN AUTOMOTIVE JOURNAL for MARCH 1950

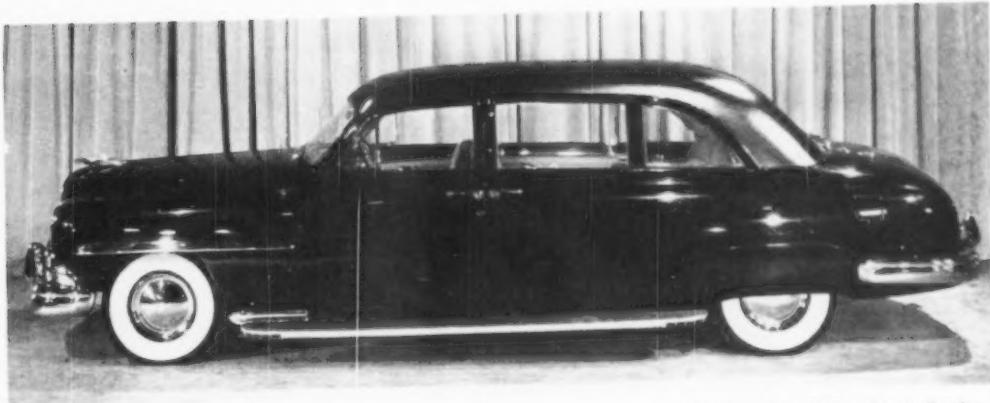
adoption by all state legislatures of the uniform vehicle code; recommending that members use their influence to help settle the current Chrysler strike; expressing concern over the action of certain manufacturers of service equipment in not participating in the dealers' equipment exhibition; and extending a vote of thanks to the panel members of the clinics, the convention and exhibition committees and all offices who helped make the convention so successful, and to George F. Ziesmer, retiring president.

The four clinics were the best attended in the history of NADA, showing that the dealers were eager to obtain the expert advice and valuable suggestions provided by the panels made up of their fellow dealers.

George Ziesmer, retiring president, released to the membership first preliminary tabulation of NADA's recent confidential nation-wide industry survey. This study, sponsored by the association's industry relations committee, asked dealers to express their opinions on ten major industry subjects, primarily centered around dealers' relationships with their factories.

To questions relating to present alarming growth in bootlegging of new cars by non-franchised dealers, more than 5,000 dealers reported new cars are being widely sold in their own areas by non-franchised dealers.

The startling scope of this chaotic condition points out an alarming trend in the pattern of automobile distribution. Public protection demands that sincere and aggressive action must be taken to halt this growing blot on the reputation of the entire industry, Ziesmer pointed out.



Your Car, Mr. Truman!

WHEN President Truman goes out for a drive these days, he travels in a new seven-passenger Lincoln Cosmopolitan limousine recently delivered to the White House.

The car, one of ten being leased to the government by Ford Motor Co. for use by the president and other dignitaries, was designed by Lincoln-Mercury engineers under Harold T. Youngren, vice president in charge of engineering. Each car is powered by a standard high-compression 152 horsepower V-type Lincoln eight-cylinder engine and each is equipped with heavy-duty Hydra-Matic transmission, company engineers said.

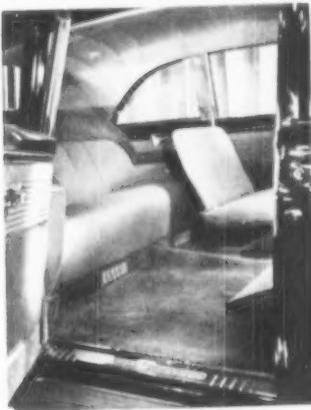
The No. 4 limousine has a wheelbase of 145 inches, compared with the 125-inch wheelbase of standard Lincoln Cosmopolitan. It also has a special frame, chassis and springs.

The overall length is 20 feet, nine inches with an overall length of 18 feet for standard models. Overall width is seven feet, 5 1/2 inches, compared with standard width of 6 5/8 feet.

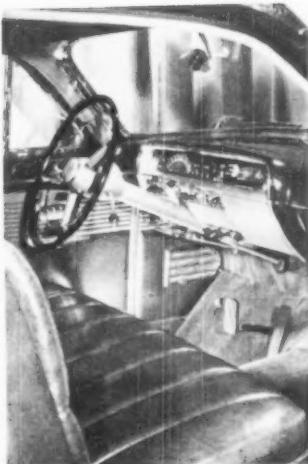
This car, as well as a convertible model soon to be delivered, is equipped with special running boards for the Secret Service agents who travel wherever the president goes. The car

(Continued on page 172)

Running boards for Secret Service agents and a coated-fabric top are two distinguishing features of the president's car. Below is a view of the passenger compartment, which has gold-plated metal fixtures, thermos bottles and writing portfolio in the arm rests and folding auxiliary seats. Upholstery is of gray shadow-striped broadcloth.



This view inside rear-deck compartment shows the fresh-air heater for passenger compartment, intercommunication transmitter and the box for spare tire. The driver's compartment is pictured at left.





Southern JOBBERS AND FACTORY MEN

Smith puts as much imagination and energy into his selling as his feuding. Here Smith's store manager, "Pat" Patton, threatens Luther Finley of Reliable Motor Supply for failing to pay off a lost bet in the proper fashion.

Feudin', Fightin' and SELLING Parts

If you should drop in at The Motor Supply in Marshall, Texas, in the middle of one of those borscht scenes that are created with such vigor, you might spin the story at the conclusion that a serious thought never dawns outside on the mental processes of Beer Smith, owner and operator.

Such a conclusion would be completely justified as we shall see. Also such a conclusion would be entirely without justification, as we shall also see.

These two sentences make what falls for a two-bit word, namely, paradox. The two sentences present two highly contradictory viewpoints of a personality. It sounds wacky. And it is wacky for a sobering home to be as famous for its high-jinks, bumptious and rugged, man-tiring shapstick as it is famous for income growth, consistent profit and general business acumen.

Yes, operator is the right word for

describing Beer Smith. He likes to fight and he likes to play rough and tumble in the Southwest. I will tell you he is an operator without a peer for no one else could operate the way Beer does. And get away with it.

In the 15 years he has been in business on his own, a legend has grown up around The Motor Supply of Marshall, in east Texas. It is a legend as wacky in some respects as cracked ice records: zoomed up loud by other respects, the legend is silver plated with business gains and polished brightly with deeds of altruism.

But before getting into this series let's settle some of the appetizers. For example:

Smith started on his own in July 1938, at the tail end of the depression with \$700 personal cash and \$3,000 borrowed money, in 1,200 square feet of Booz space.

His automotive and other interests now spread themselves over half a block, stacked solid with buildings

all of which he owns, except the small place where he started.

During those years in the typical Smith spirit of good, clean fun, he shot the tail off a manufacturer's agent in his office. On other occasions using a .22 automatic pistol, he sent small bullies thumping and zigzagging at the hatspins of another agent and a jobber.

He is a member of the school board and runs for a bank.

His inventory of real estate stocks and equipment of The Motor Supply is \$575,000. But that does not include stores at Atlanta, Cartersville and Sweetwater, Texas, nor personal property.

He is known to have used his remarkable marksmanship and his .22 to intimidate a reputedly prominent automotive man. This individual, so the story goes, declined to buy a round of beers. Smith dashed an outline of .22 bullet holes around the reluctant one's foot. He bought the



—By—
Baron Creager
Southwestern Editor

beers for the game.

Beer's shooting days, just for the hell of it, are over, apparently, for he is 45 now and inclined to milder forms of amusement. For of those who have personal and somewhat chilling knowledge of his expert marksmanship in the days of the two-manufacturers' agents ever again entered his establishment. And the jobber, a rugged individual who has cut some capes on his own time, and to be no means a shrinking violet, has this to say:

"That is the wildest bunch of cow-knucklers in these United States. But they get the business."

Beer Smith may be surprised to see some of this information in print, for it came from various sources. This however came direct from Beer. His true name is Wilfred Louis, an otherwise unknown pair of appendages, probably known to a dozen people in the Southwest, for he is plain Beer Smith even on his letterheads.

He got the name Beer at a high school baseball game when Marshall was playing a bitter rival. Smith tall and rangy, was at shortstop and in the ninth inning an opposing batter drove one over short; a liner that seemed certain to decide the game against Marshall.

"I reached up as high as I could," says Beer, "and then jumped and somehow managed to spear it. From the grandstand some disgruntled fan bellowed, 'That so-and-such is as long as a hot bottle!' And ever since then I've been Beer Smith. Even in college in Colorado, where I played football and basketball for my keep, I had to continue them no name was not W. L. Beersmith."

Beer left auto-traction with Mar-



When he's seated at his desk and busy with his accounts, it's hard to believe that Beer Smith could stage horseplay like that on the opposite page. But this jobber likes fun as well as steady profits.

dell jobbers over a period of years before opening out a show-string unit for seven years after opening. Motor Supply struggled along in its original location.

He agrees that 1933 was a bad time to start, in some respects. On the other hand, he was known to and liked by executives and manufacturers who were anxious to make sales even if they had to extend credit.

In 1942 he built his own two-story building and in 1945 he built a shop building, 120 by 60 feet, one of the biggest and best jobber shops in Texas. Yet, despite stores, shows

and stimulated from a relatively small territory, a half-circle of east Texas with a radius of 40 miles.

"We work 80 miles north, 40 miles south and 40 miles east of here to Shreveport," he explained. "We don't work west of here toward Langston.

In that territory however, an average 50 and 400 accounts. Some of them are industrial accounts, running only one call a week. But under present conditions Motor Supply's two salesmen—that's right, not two—and more south for they are expected to see an account out in

Continued on page 134.

The Motor Supply, only 15 years old, covers a fourth of a city block in Marshall, Texas.



Some Firms Change Method Of Compensating Salesmen

All too often, dealers started with their present method of paying their salesmen and what methods are they using?

At the suggestion of a number of dealers, SOUTHERN AUTOMOTIVE JOURNAL last month conducted a survey on compensation of dealer salesmen. The survey covered 700 auto dealers in the 19-southwestern and southwestern states.

Judging from the replies most wholesalers have found a satisfactory way to pay salesmen. Only 15 per cent reported any change in compensation methods during the last year. Some of these changes were rather minor ones, a few in commission rate or in drawing account procedure. Others involved a complete revision of the basis of payment. Four firms cited no salary and commission for example.

The Systems Far

Although a large majority remained with the payment system, there are many that don't agree in any one system. Size of the operation, its location and the personality involved have made varying systems desirable.

More firms discontinued the wholesale selling to the auto and some form of commission system. Of these 31 percent use a 10 per cent commission scheme, 27 per cent pay a percentage of gross sales and 17 per cent pay a percentage of gross profit. Two are still under a salary and bonus system.

Fixed salaries were reported by 20 per cent, though in some cases they applied to city men only and country salesmen received some form of commission.

Although the survey indicated that payment systems were fairly well stabilized, dealers aren't sitting back and using the same old system because it has been done by many others. Their comments showed that many of them are keeping a close check on profit and volume. Being, and having salesmen's per cent for current situations, not for history.

"We are contemplating a change to the percentage of gross profit system," was the comment from several wholesalers. So, although over 17 per cent are using that system most others apparently have other possibilities.

We have never considerably thought to a commission set up, but

have felt that we were too small," was another interesting comment.

Efforts of dealers to adapt their plan to changing local situations were also apparent. "We have increased the commission on gross sales for country salesmen to compensate for extra travel," one firm reported. Another company which furnish paid city men six per cent on sales and country men four per cent is increasing eight per cent to all members of its sales force.

The problem of guaranteed minimum for salesmen still brings out different opinions. "We have added a guarantee to our commission system," one wholesaler reported. Another said, "We have increased our percentages and now let salesmen carry their own expenses."

Although only two percent report on they were using a sales plus bonus system, there seemed to be more interest in the plan than these bare figures would indicate.

"We are very anxious to know the general set up of the different jobs and our might uncover much better plan than the one we are using," another commented. However, if bonuses should be on the bottom and we lose money for a sale, our bonus could not have to be paid, which is

a fine safety feature for us. You know if you are paying high commissions or salaries and have a bad year or two and cut the payment, you lose all your good men. With my bonus system the men are in business with me and they know when business is bad and do not look for a large bonus."

"We are working on an extra bonus plan for our city men," another company reported.

Different payment systems within the same organization were also noted. About 60 per cent pay country salesmen a different rate from city salesmen and in some cases country men are paid on a different basis.

Many factors enter into the decision of what the actual percentage for commissions will be. For those who pay the entire force a percentage on gross sales, the figures ranged from four to ten percent, with a large majority between five and eight percent. In companies where city and country men received a different rate, the range for country men was six to ten per cent and for city men was seven to seven per cent.

Based on gross profits, percentages for the sales force were from 10 percent to 25 percent. In cases of all salaried employees, the country salesmen received from 25 to 55 percent and the city salesmen were given from 17 to 25 percent.

Among those companies using some form of commission system, 20 per cent pay different rates on different lines, which the firms

This idea of Counterman Bob Nix has caught a lot of eyes for Jenkins Automotive Parts Service, Inc., at Columbia, S. C. On one side is an old engine and at the other end of the show window is a rebuilt one, with the intermediate rebuilding steps indicated by streamers leading from parts up to the sheets above, which were taken from the Automotive Engine Rebuilders Association sales-promotion brochure for direct-mail campaigns stressing machine-shop facilities.





The Eighth Southwest Automotive Show is headed up by these officers (l. to r.): C. H. Mountjoy, president;

G. C. Cross, first vice-president; M. N. Jacobs, second vice-president; and C. M. Figh, treasurer.

Southwest Show Is "All Set"

A new departure in the history of Southwest Automotive Shows—a Southwest-wide jobber meeting with top men in the industry as speakers—is calculated to stimulate attendance for the eighth in this series of Southwest Shows—headed for San Antonio this month.

The show will open its doors in the morning of March 25 and run through Sunday, March 26. The Southwest-wide jobber meeting is scheduled for 1:30 in the afternoon of March 27 at the Plaza Hotel, with the traditional kick-off banquet that same evening in the Plaza.

This year's show is restricted to 100 exhibitors with 720 booths and will be presided in San Antonio's new Convention Hall with the sponsorship of 100 exhibitors from Texas, Louisiana, Okla-

homa, New Mexico, Arkansas and Mississippi, according to a list released on Feb. 15 by the show office.

Five nationally recognized authorities in the automotive industry will address the jobber meeting the day before the show opens, it was announced by C. H. Mountjoy of San Antonio, show president, and D. A. Johnson, manager.

Speakers will include C. S. Roger, general manager of the P & D Manufacturing Co.; R. W. Rank, general manager of M.H.W.A.; C. R. Crowder, vice-president of the Van Norman Cos.; and E. T. Hall of the Walker Manufacturing Co. NSPA will send a representative to address the meeting.

For the kick-off banquet a light program has been arranged in the ap-

The big show will be held here in San Antonio.



Top photo: Show Manager Dean A. Johnson. Immediately above: Show Committee Chairman E. T. Miller.

pealities of Jeff Williams, attorney of Chickasha, Okla., who is rated to many as one of the top ten attorney speakers in America. His subject will be "It Ain't Necessary So."

(Continued on page 200)

SERVICE AND MAINTENANCE



What to Do About

Squeaking Brakes

We do not mind the job assignments, but we want to find out what the boys doing the new work are doing to correct some of the various brake noises we had been noticing in a great many of the new jobs of varied makes as they would pull up and stop at the traffic lights.

We were accustomed to the usual noisy, rhythmic tone of wear brakes

but the grating, squeaking and grinding noises which some of the new jobs had set off got our curiosity up, particularly when these new noises are present in an atmospheric condition.

When we told Joe our concern he shook his head and said that the subject was the topic of general conversation when the boys gathered at

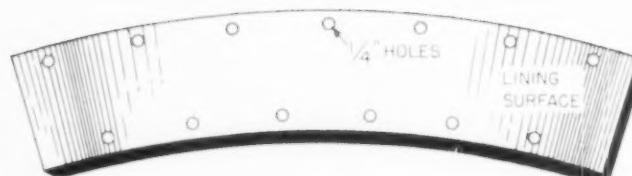


By E. M. Lowery
Technical Editor

the "Great Spook" bar lunch or over the mid-morning cup of coffee. Being broad minded, they exchanged ideas and as a result knew most of the remedies. The tough part is that what would correct one job would not correct another with identically the same complaint.

Joe admitted that the current crop of new jobs had the most trouble with brakes in automotive history and the noises caused no trouble other than customer complaints. He then proceeded to tell us some of the things the boys were doing to correct the various noises and which we will cite.

First, the brakes are given a major adjustment, and but a few inches of toe adjusted to the manufacturer's most stringent specifications. A tank shoe heel or toe with incorrect clearance may be the cause of all the



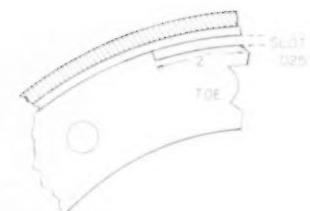
Above: Fig. 1.



Left and below: Fig. 2.



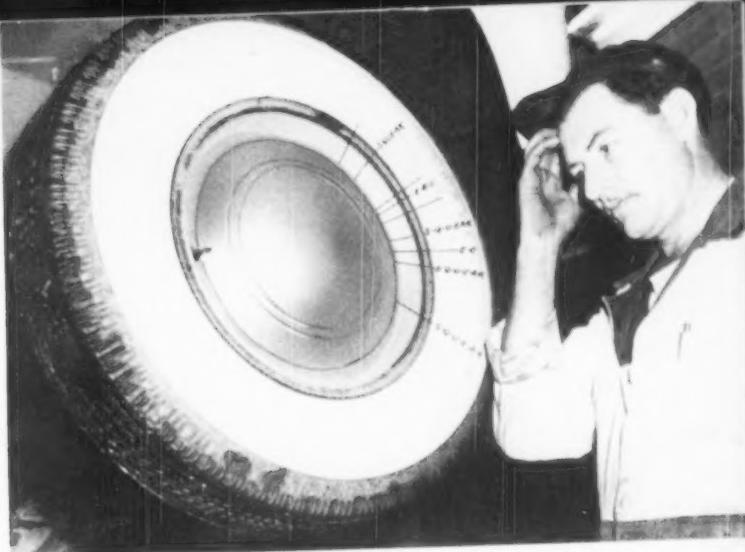
Right, below: Fig. 3.



trouble. When this fails to correct the trouble, the wheels are usually pulled and the linings and drums examined. If the linings show any signs of grease, they are replaced. If they are glazed, have high spots and/or not making good contact with the drum, they are resurfaced with a suitable resurfacing machine. If the drums are out of round or are rough, they are ground by a smooth, round surface.

In cases of the very high-pitched squeak or whinny noise, very good results have been obtained by installing a coil spring (similar to a screen door spring) around the outside of the brake drum close to the drum flange. The spring tends to absorb the high-pitched vibrations.

In some extreme cases, grinding the brake linings from .020 to .040 under the drum diameter has done the trick. To do this, first the brake shoes are



The question is: Which of the many potential remedies shall I try to silence this one?

April Issue: Gasoline Gauges

Next month Technical Editor Lowery goes into the ailments found most frequently in gasoline gauges, including servicing the two more popular makes of gauges.

adjusted to the diameter of the drum in which they operate. They should also be centralized. After this is done, the grinder should be mounted and the lining ground to the desired thickness. Remember, if .020 is to be removed, set the grinder to remove only .010. After the grinding operation, blow off all dust and grit.

When the wheels have been re-placed, set the brake shoes with the

adjusting cam only; when the lining just clear the brake drum at the high point, this will be about the center of the shoe. When brakes are applied, the center of the shoe will contact the drum first and will eliminate the squeak usually caused by "high heel" or "toe" contact.

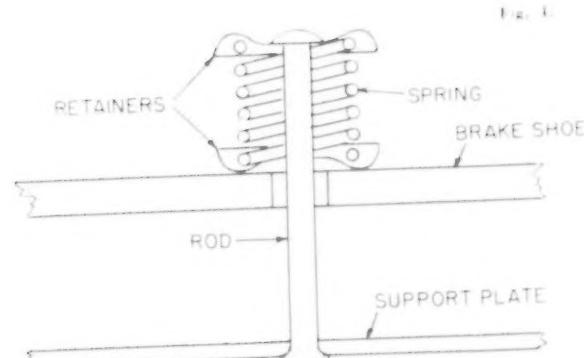
Another method of correcting "heel" and "toe" contact is to remove the wheel and taper the lining at

heel and toe, start approximately two inches from end and taper to ward end of lining.

On some of the bonded linings the jaws have been drilled about twice as many holes as formerly required for nests in the lining and filling the holes with soft lead. This has proven very successful in stopping the grinding noise which usually occurs when brakes are cold. (See Fig. 1.)

Some of the bonded-lining manufacturers have corrected by cutting a groove the width of four hacksaw blades in lining 2000 to extend the ratio length of the lining and through the lining to the surface of the shoe. Start groove at one end of the lining approximately one inch from the outer edge and run diagonal

(Continued on page 112)



GUIDE SPRING INSTALLATION





Above: Each carb adjustment should be made with the tool and to the factory recommended specifications. Top photos (l. to r.): The tune-up mechanic checks the automatic transmission fluid level and conditions at the same time he checks the engine oil. The spring tune-up should clear up troubles from hard winter service and give the shop an opportunity to locate other services that need to be done.

For many years the spring tune-up operation has been one of the service department's most important sources of revenue. It gives the motorist something that he wants and needs badly, namely, evaluation of troubles built up during the difficult winter months, and preparation of his vehicle for the anticipated bad summer driving, so the market for this service is always strong.

Since it is periodically required, there is always the probability of repeat business, and the mechanic gets an opportunity of looking for further services that can be sold the customer on the spot.

This poses two problems for the service operator:

1. How to obtain this important business.

2. How to sell the repairs and inspections so the satisfied customer will remain a buyer for the service

coming back year after year.

In this discussion we will try to explain the various new units which may differ from the ones used in previous models, and possibly make a few suggestions for servicing more familiar units, so the spring tune-up will be a cashflow saver by giving him his money's worth.

Nothing sells the second tune-up like a job well done on the first, and there is no better way of doing the job right than knowing how to do it.

The spring tune-up routine differs slightly from the usual fall-winter tuning in that it not only includes everything that might affect engine performance and economy, but in the spring tune-up the mechanic checks tank, just a little further into system operation and out to front out possible need for preventive maintenance services that will save the whole institution of the vehicle trouble free

during the coming months of bad driving. For this the customer is grateful. The service department is also grateful for the extra work the late inspection tune-up can keep around after mechanics have had no more stops at this time the extra work is very welcome.

For instance, the cooling system can be inspected quickly to ascertain if there is adequate cooling without overcooling and sufficient heat for proper performance without overheating, and since it all is within limits still there may be trouble bearing like a worn fan belt, questionable water pump and hoses or a cooling fan that just won't be replaced now or later. This combination of early detection and a system checked in the fall as 90% having to be done as well as the customer to have the work all done at one stop, and there is always the possibility of

It's SPRING TUNE-UP Time

Automatic transmissions and the Rochester carburetor come in for some pointers now to be watched.

By E. S. Harris



Carter replacement fuel pump requires few tools for servicing.

by having the work done elsewhere at the trouble crops up when he is at another town or neighborhood, so you can't otherwise be sure of it.

Since we have covered the proper tune-up routine in other articles recently, we'll try to investigate a few of the not ends one may encounter in a special added service or replacement, in that no new factory equipment, that the tune-up man should understand and consider during his usual tune-up job.

Automatic Transmission and Tune Up

A number of shops have asked the tune-up men always to include a check of the automatic transmission lubricant level as a part of the job, since slippage in the drive may hold the outlet to think the tune-up was not satisfactory. This service is suddenly considered a project for the tune-up department, but since many men do their neighborhood service stations for lubrication work, and since some of them fail to make a check of the transmission, the tune-up being the next most frequent period service has added the duty to the tune-up department as a protection against low fluid or contamination of the fluid which reflects in poor performance.

On the late Buicks the drain is in need more, for the dipstick is made from under the hood and is only a few inches from the crankcase dipstick, so the operator can check them both in a safe. All tune-up men have experienced the loss of up the job you take when the sparklers are in poor condition, and make a practice of checking it.

On the earlier Divided jobs on Buick, the stick is located from under the front floor mat at the right of the compartment as it is on Hydra-Matic equipped cars. The gauge is under the car on the Packard Ultra-matic drive.

An authorized fluid that can be used in all three of them is now available from many of the main oil companies, as well as at the dealer shop.

Fuel System Changes

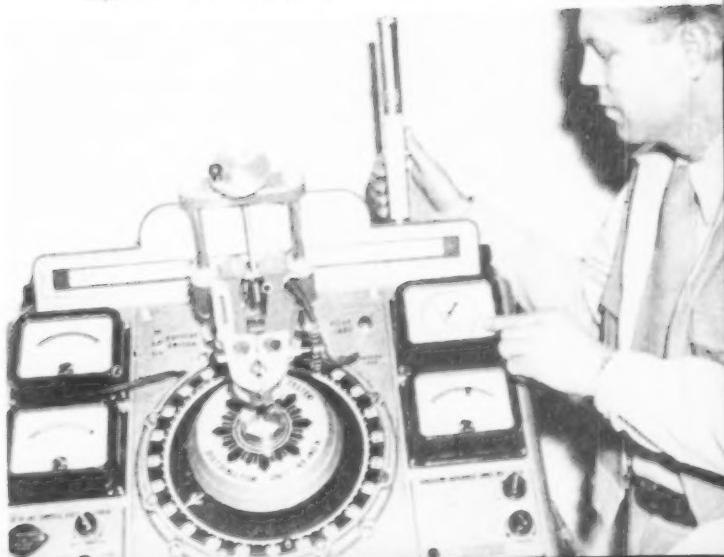
There have been some major changes as well as specialty manufacturers which have made special adapters or replacement units that an-

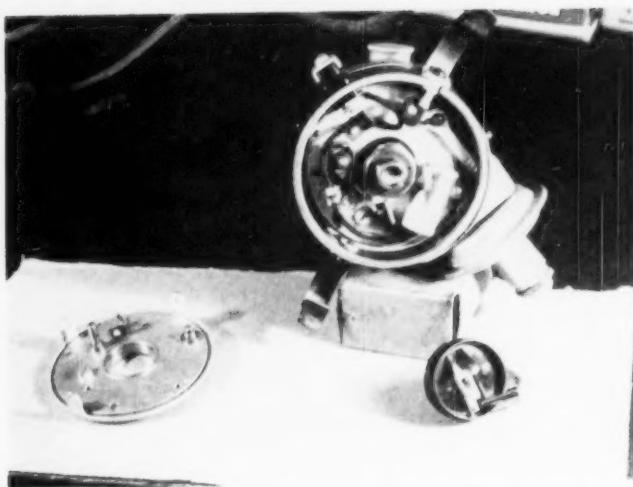
encountered in the tune-up job, and special instructions for their service can be obtained at the nearest local outlet. The original equipment as well as replacement Carter Carburetor Corp. mechanical fuel pump has been in service for a couple of years now and may require some service work which is very simple to do, a good assembly being about the only tool necessary for an overhaul. The company also has a replacement vacuum motor or spring that is adaptable on Climatic jobs. 1941-44 fuel line fittings, clamps, and nipples will be used. It is the "W.I." with parts and repair instructions available at the local outlets.

The W.I. equipment is essentially the same as the W.A.F., though there are some changes in the location of the parts in the Climatic Control mechanism. The fast idle can assembly, choke trip lever, needles, needle valve, etc., are located inside the Climatic Control housing where they are protected against dirt and other foreign matter. The Climatic Control adjustment is made as in older Carter carburetors using the control rod by turning the housing to right or left with cable or set. Allow four hours for engine to cool between adjustments. Action of control is affected by the angle of the rod during the warm-up period.

The Rochester GM carburetor is manufactured by the Rochester Prod. Dept. of General Motors, Rochester, N. Y., and is being used on all 1950 Chevrolets, except carburetor engine jobs. The new design carbure-

A manometer, or low-reading vacuum gauge, is required for the adjustment of the new Ford and Mercury distributors.





Center-bearing-type breaker plate, a Pontiac distributor using the new plate and a Cadillac cap with the built-in resistor.

rein is made to fit all Chevrolets from 1932 through 1949 in addition to the 1950's. Another model Rochester carburetor is also original equipment on all 1949 and 1950 Oldsmobiles.

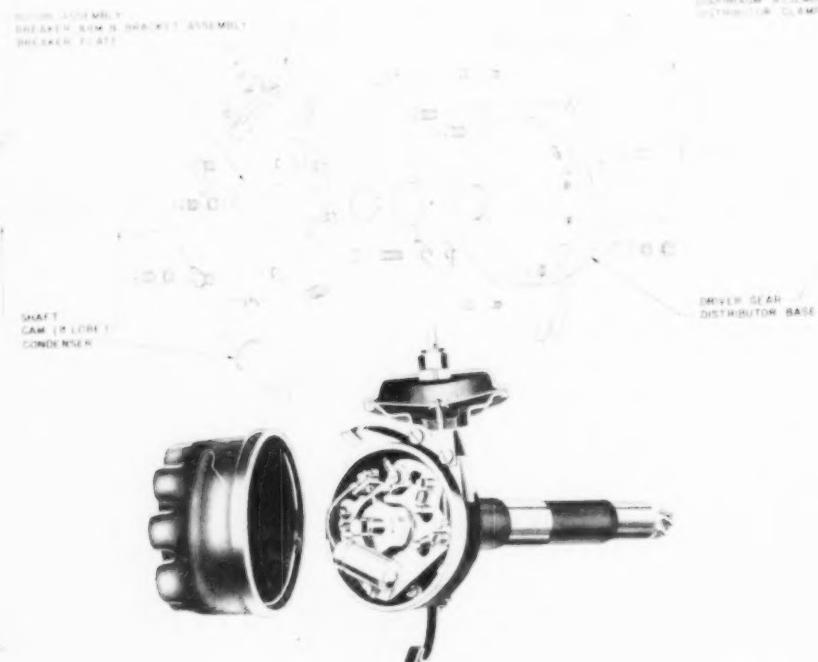
idle 55 and 98 Rocket models. These carburetors have a concave float bowl that eliminates fuel loss on road inches or sudden stops, as fuel level is always below spill

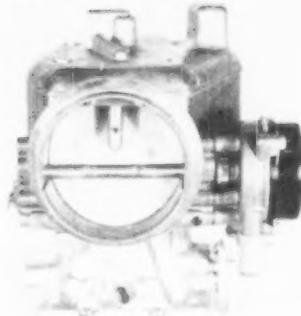
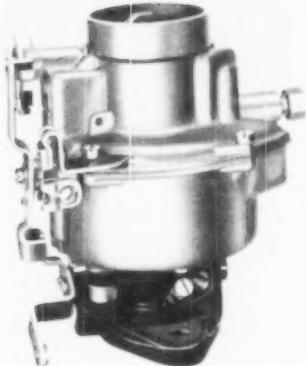
point of the nozzle. Percolation is eliminated by surrounding the main well support assembly with cool gasoline in the bowl thus insulating main float seat from being subjected directly to the main passageways. A new-type pump plunger with a ball-type check valve built into the plunger head also allows the fuel vapor in the pump system to bypass the ball and circulate back into the float bowl instead of percolating into the manifold.

The design gives continuous fuel flow to the engine by use of a common passage for both idle and main metering systems, thereby eliminating any lag or change of direction of gas flow. It has a vacuum-operated power system, making power mixture available without being dependent on the degree of throttle opening. Metering adjustments are eliminated as permanent idle tube is built in and a fixed type main metering jet that eliminates metering seats. All the main metering parts are in the cover, so the float, the float valve assembly, the main well support and the power valve assembly may be inspected or serviced by the removal of the four counter-screws.

Adjustment of the Oldsmobile Ra-

The new Ford distributor.





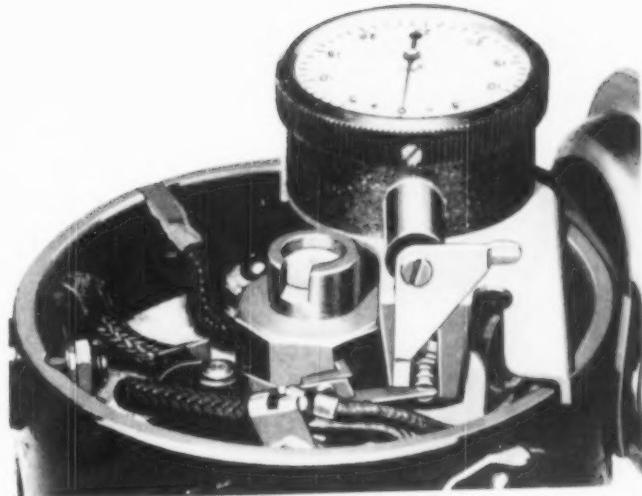
Top: The new Chevrolet Rochester carburetor. Photo above: The Holley carburetor used on Mercury and Lincoln.

under carburetor; automatic choke as made with the thermostatic cover soft at index .75, 200° temp. When the choke valve should be closed.

3 - Turn fast idle screw in addition to fast idle arm until connection spring is slightly compressed.

4 - Hold throttle in hard position and move fast idle arm so that the fast step of cam resting against fast idle screw at this point.

The Sison choke used on late Dodges and Plymouths has the operating arm in a reverse position.



A dial indicator should be used to set the gap on worn points.

5 - Be sure choke trap valve is fully seated with choke counterweight. Choke valve will now be opened slightly. Note: With fast idle screw and fast idle arm held in this position, clearance between the bottom of the choke valve and bottom of a main (small nozzle) diameter should be .47" and can readily be checked with section "C" of vernier caliper gauge tool No. RI-17.

6 - Bend choke rod slightly to obtain correct clearance. See tool RI-18.

7 - Re-set choke rod screw and reassemble housing at any choke valve position.

The 1949 Plymouth was equipped with the familiar Sison automatic choke along used on Chrysler products but like the cane choke used on the 1949 Dodge, it is reverse mounted to the position heretofore used. Adjustment is the same as for previous model and is not affected by the different mounting.

The new Lincoln and Mercury engines are both equipped with a Holley carburetor with a built-in automatic choke. The choke consists of a small housing attached at the end of the choke shaft and contains a coil of thermostatic metal and a vacuum piston and cylinder with a plastic cover over all. Adjustment is made by rotating this cover with respect to the main choke housing to control its function to engine temperature.

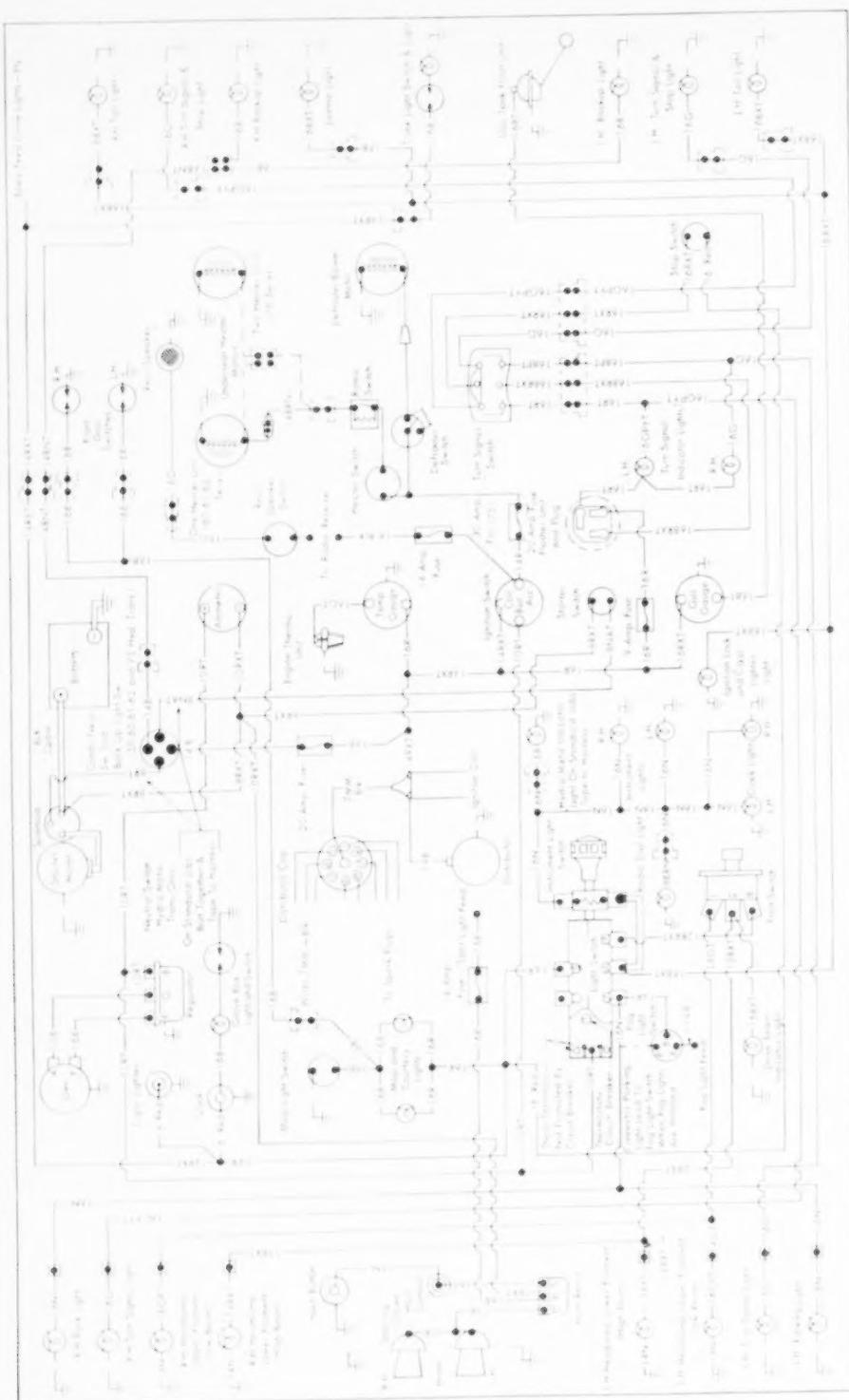
Loosen the three screws that retain the plastic cover and enough to permit movement of the cover. The cover can be turned to the right clockwise, which will raise a higher engine temperature to fully open the choke. Turning in opposite direction will cause choke to open fully at lower temperature. This is the lean direction as indicated by the arrow on the cover. Proper adjustment will be very close out to avoid one cylinder to the midposition as indicated by division of the housing.

Ignition System Changes

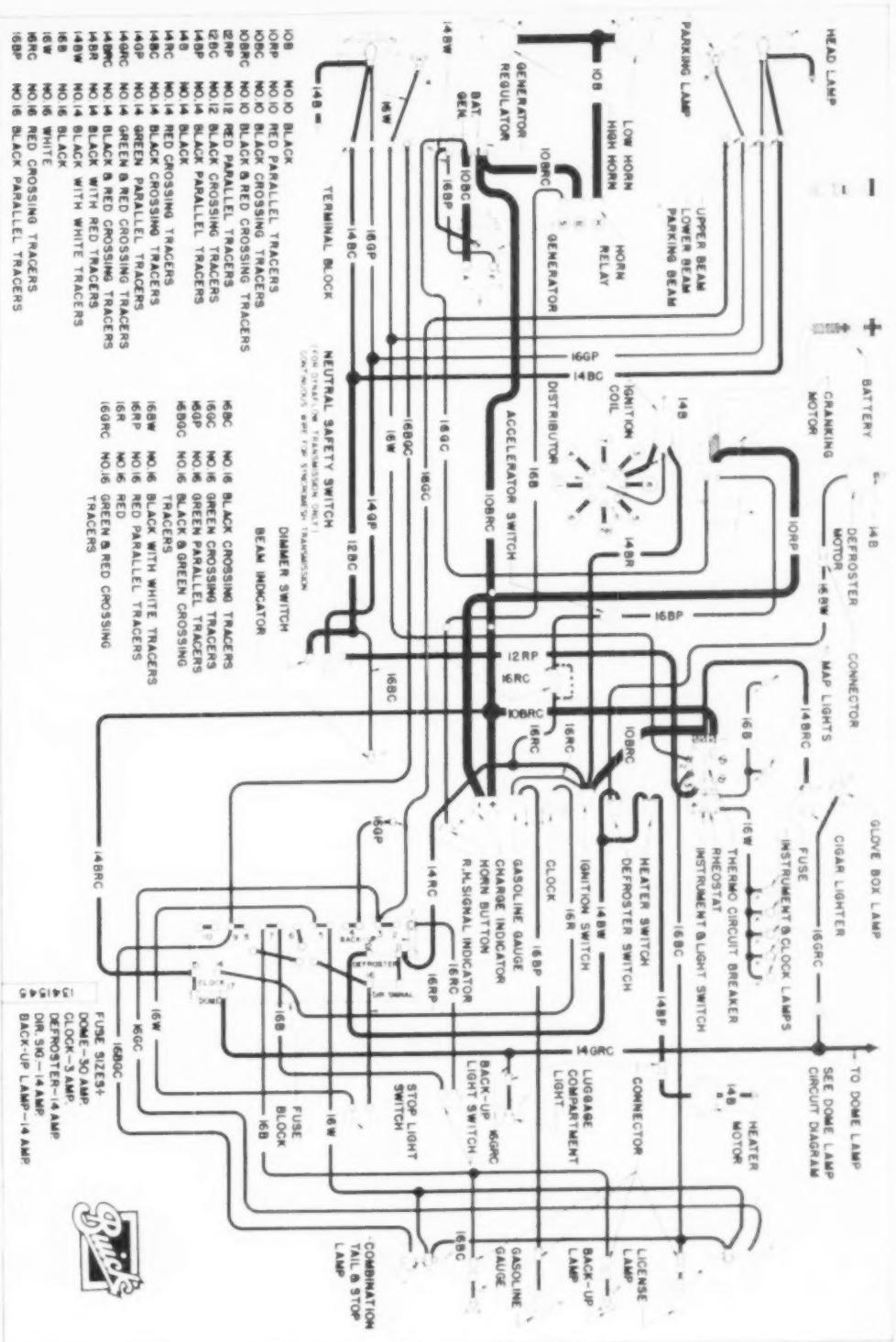
Ignition systems will be found that aren't exactly as they were before. Some machines have altered older car ignition systems by moving the coil down on the engine and installing the protecting caps over the spark plug like the 4-cyls on some of the newer cars. With the advent of television and FM radio, several changes in ignition systems have been made to protect reception.

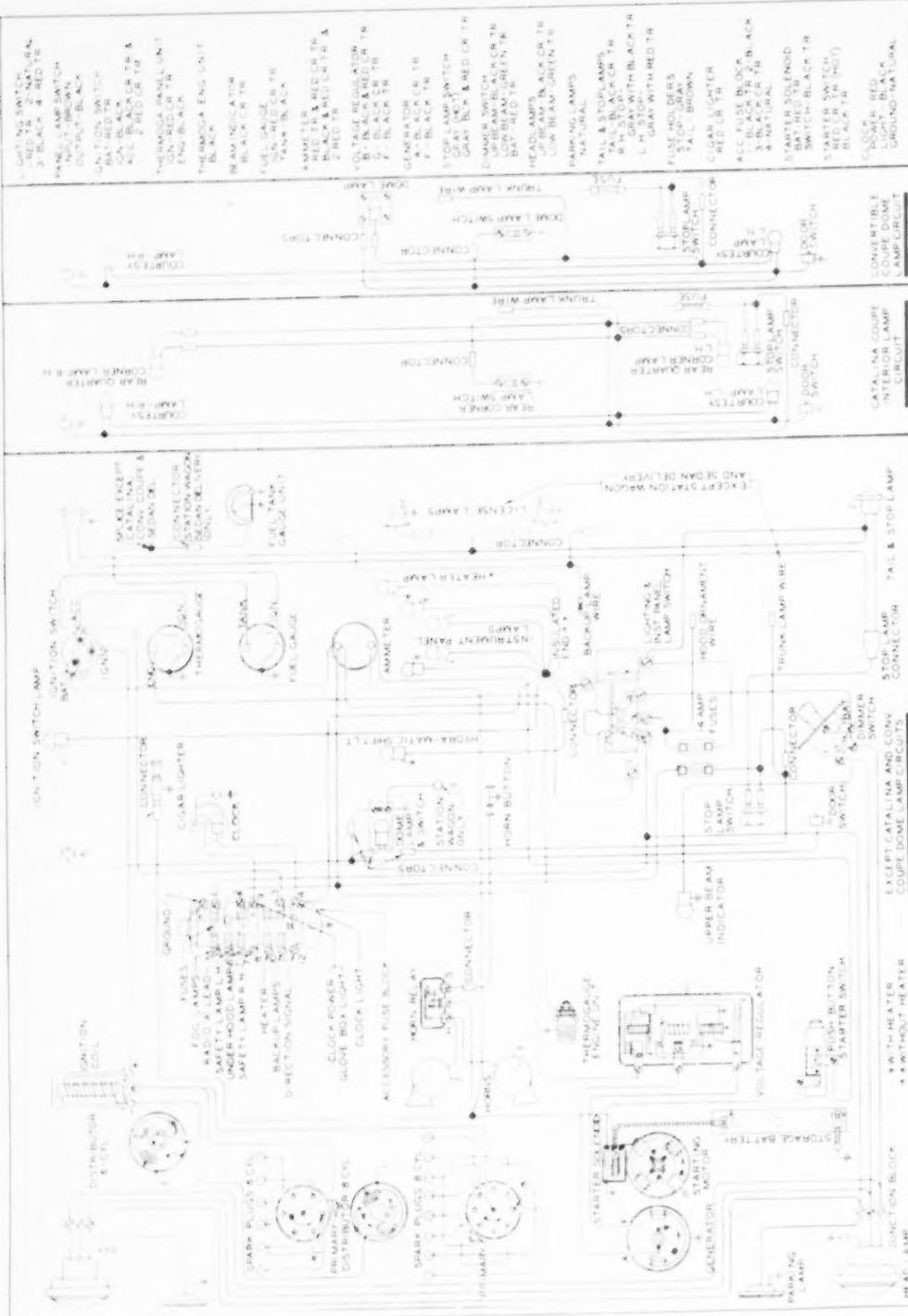
(Continued on page 122)





WILKINS, DITTRICH & TORRISON





WIRING PROGRAM FOR 1950 PONTIACS

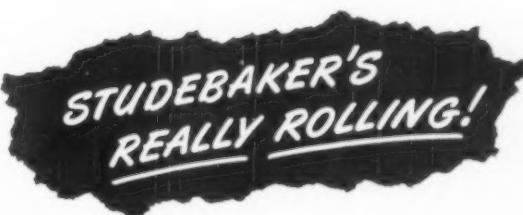
SOUTHERN AUTOMOTIVE JOURNAL for MARCH 1950

*Big things are happening
for Studebaker dealers
as Studebaker
begins its 99th year!*

**Studebaker prices
are down...sensationallly!**

**Studebaker production
is up...substantially!**

**Studebaker is making
hot news...consistently!**



CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

ENGINE

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Max. Rated H. P. at R. P. M.	Taxable H. P.	Crankcase Drive	RINGS		OIL		
							Main Bearings	No. and Size Comp.	No. and Size Oil	Crankcase (qts.)	Air Cleaner
BUICK 40 Special	121 ¹	8J	3 ¹ / ₂ x 4 ¹ / ₂	30.63	1150/3600	LB	5	2-.0937	1-1875 6 ¹ / ₂	AC Y Y St-Ca	
BUICK 50 Super except Model 52	121 ¹	8J	3 ¹ / ₂ x 4 ¹ / ₂	32.51	1240/3600	LB	5	2-.0937	1-1875 6 ¹ / ₂	AC Y Y St-Ca	
BUICK Model 52	125 ¹	8J	3 ¹ / ₂ x 4 ¹ / ₂	32.51	1240/3600	LB	5	2-.0937	1-1875 6 ¹ / ₂	AC Y Y St-Ca	
BUICK 70 Roadmaster except Model 72	126 ¹	8J	3 ¹ / ₂ x 4 ¹ / ₂	37.81	1520/3600	LB	5	2-.0937	1-1875 8	AC Y Y St-Ca	
BUICK Model 72	130 ¹	8J	3 ¹ / ₂ x 4 ¹ / ₂	37.81	1520/3600	LB	5	2-.0937	1-1875 8	AC Y Y St-Ca	
CADILLAC 61	122	8J	3 ¹ / ₂ x 3 ¹ / ₂	46.5	1600/3800	LB	5	2-.0781	1-1875 5	AC N Y Ca	
CADILLAC 62	126	8J	3 ¹ / ₂ x 3 ¹ / ₂	46.5	1606/3800	LB	5	2-.0781	1-1875 5	AC N Y Ca	
CADILLAC 60	130	8J	3 ¹ / ₂ x 3 ¹ / ₂	46.5	1606/3800	LB	5	2-.0781	1-1875 5	AC N Y Ca	
CADILLAC 76	146 ¹	8J	3 ¹ / ₂ x 3 ¹ / ₂	46.5	1606/3800	LB	5	2-.0781	1-1875 5	AC N Y Ca	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3 ¹ / ₂ x 3 ¹ / ₂	29.4	920/3400	G	4	2-1237	1-1863 5	AC N Y RP	
CHEVROLET Sty. & Fleet with Powerglide Drive	115	6J	3 ¹ / ₂ x 3 ¹ / ₂	30.4	1050/3600	G	4	1-1237	1-1863 5	AC N Y RP	
CHRYSLER Royal & Windsor	125 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	28.36	1160/3600	Ch	4	2-.0937	2-1562 5	b Y Y Ca	
CHRYSLER Saratoga & N.Y.	131 ¹	8I	3 ¹ / ₂ x 4 ¹ / ₂	33.8	1350/3200	Ch	5	2-.0937	2-1562 6	AC Y Y Ca	
CHRYSLER Crown Imperial	145 ¹	8I	3 ¹ / ₂ x 4 ¹ / ₂	33.8	1350/3200	Ch	5	2-.0937	2-1562 6	AC Y Y Ca	
CROSLEY Model CD	80	4J	2 ¹ / ₂ x 2 ¹ / ₂	10	26.5/5400	G	5	2-.0625	2-155 2	AC Y N T	
DE SOTO S-14 DeLx. & Custo	125 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	28.36	1126/3600	Ch	4	2-.0937	2-1562 5	b Y Y Ca	
DODGE Coronet & Meadow	123 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	25.35	1080/3600	Ch	4	2-.0937	2-1562 5	b Y Y St	
DODGE Wayfarer	115	6I	3 ¹ / ₂ x 4 ¹ / ₂	25.35	1030/3600	Ch	4	2-.0937	2-1562 5	b N N St	
FORD & Custom 8 Cyl	114	8I	3 ¹ / ₂ x 4 ¹ / ₂	32.5	1000/3600	G	3	2-.093	2-186 5	Y N Y Ow	
FORD & Custom 6 Cyl	114	6I	3.3 x 4.4	26.1	950/3300	G	4	2-.093	2-186 5	Y Y Y Ho	
FRAZER	123 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	26.3	1126/3600	Ch	4	2-.0935	2-1550 5	AC Y Y Ca	
HUDSON Pacemaker	119	6I	3 ¹ / ₂ x 3 ¹ / ₂	30.4	1126/4000	Ch	4	2-.078	2-1875 7	AC N Y Ca	
HUDSON Super 6	123 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	30.4	1230/4000	Ch	4	2-.078	2-1875 7	AC N Y Ca	
HUDSON Super 8	123 ¹	8I	3 x 4 ¹ / ₂	28.8	1286/4200	G	5	2-.093	2-1875 8	AC N Y Ca	
KAISER Special	123 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	26.3	1000/3600	Ch	4	2-.0935	2-1550 5	AC Y Y Ca	
KAISER DeLuxe	123 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	26.3	1126/3600	Ch	4	2-.0935	2-1550 5	AC Y Y Ca	
LINCOLN Cosmopolitan	125	V8	3 ¹ / ₂ x 4 ¹ / ₂	39.2	1520/3600	G	3	2-.0933	1-186 6 ¹ / ₂	AC Y Y Ho	
LINCOLN	121	V8	3 ¹ / ₂ x 4 ¹ / ₂	39.2	1520/3600	G	3	2-.0933	1-186 6 ¹ / ₂	AC Y Y Ho	
MERCURY	118	V8	3 ¹ / ₂ x 4	32.5	1106/3600	G	3	2-.0933	2-186 D	AC Y Y Ho	
NASH Statesman	112	6I	3 ¹ / ₂ x 4	23.44	850/3800	Ch	4	2-.0930	2-1547 5	AC N Y Ca	
NASH Ambassador	121	6J	3 ¹ / ₂ x 4 ¹ / ₂	27.34	1150/3400	Ch	7	2-.0933	2-1547 6	AC N Y Ca	
OLDSMOBILE 76	119 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	29.9	1050/3400	LB	4	2-.0937	2-1875 5	AC N Y Ca	
OLDSMOBILE 88 & 98	119 ¹	8J	3 ¹ / ₂ x 4 ¹ / ₂	45.0	1350/3600	LB	5	2-.087	1-1875 5	AC N Y V	
PACKARD 8	120	8I	3 ¹ / ₂ x 3 ¹ / ₂	39.2	1350/3600	Ch	5	2-.0235	1-0935 7	AC N Y Ca	
PACKARD Super	127	8I	3 ¹ / ₂ x 4 ¹ / ₂	39.2	1500/3600	Ch	5	2-.0233	1-0935 7	AC N Y Ca	
PACKARD Custom	127	8I	3 ¹ / ₂ x 4 ¹ / ₂	39.2	1600/3600	Ch	9	2-.0233	1-0935 7	AC Y Y Ca	
PLYMOUTH P-19 DeLuxe	111	6I	3 ¹ / ₂ x 4 ¹ / ₂	25.35	970/3600	Ch	4	2-.0937	2-1562 5	f N N Ca	
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118 ¹	6I	3 ¹ / ₂ x 4 ¹ / ₂	25.35	970/3600	Ch	4	2-.0937	2-1562 5	f N N Ca	
PONTIAC 6	120	6I	3 ¹ / ₂ x 4	30.4	900/3400	M	4	2-.0937	1-1875 5	AC N Y Ca	
PONTIAC 8	120	8I	3 ¹ / ₂ x 4 ¹ / ₂	36.4	1080/3600	M	5	2-.0937	1-1875 5	AC N Y Ca	
STUDEBAKER Champ 9G	113	6I	3 x 4	21.6	850/4000	G	4	d	1-1562 5	AC A Y Ca	
STUDEBAKER Cmdr 17A	120	6I	3 ¹ / ₂ x 4 ¹ / ₂	26.33	1020/3200	G	4	2-.0937	1-1875 6	AC Y Y St	
STUDEBAKER Land C 17A	124	6I	3 ¹ / ₂ x 4 ¹ / ₂	26.33	1020/3200	G	4	2-.0937	1-1875 6	AC Y Y St	
WILLYS Jeepster & Sta. Wag	104	4I	3 ¹ / ₂ x 4 ¹ / ₂	15.6	6360/4000	G	3	2-.0235*	1-1562 4	AC Y N Ca-Zn	
WILLYS Station Sedan	104	6I	3 x 3 ¹ / ₂	21.6	7260/4000	G	4	2-.0235*	1-1562 5	AC Y Y Ca-Zn	

ABBREVIATIONS

cc-cubic in. or cc-cubic cm.	lb-lb dry, lb ref'd	l-lb Head motor	RP-Reduced Pressure
Ac-A.C. Accessory	Top-9937 Middle-125	Overhead Valve	SP-Supercharged
AC-A.C. Special-1000	AC-C. Unified Specialties and Ind.	M-Motor	T-Turbocharged
Ac-A.C. and Industrial Products	Industrial Wico Clark Products	S-Supercharged as extra inc.	N-Nitro
Ac-Carter	Ho-Holley	N-No	V-Vent
Ac-Chalmers			Z-Zero

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DELCO

1st
*in original
equipment*

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Make your battery selling easy. Sell Deleo batteries—America's first choice.



DELCO BATTERIES—A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery			Clutch Facings			Brakes	
	Breaker Gap (0)	Spark Plug Gap (0)	Tappet Clearance Intake (0)	Tappet Clearance Exhaust (0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (oz.)	Cyl Head Bolt Tension (ft. lbs.)	Cap and Ter. Gd.	Cool System Qts. / No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	L	125 10	6	H	RW	
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	120N	17 ¹ / ₂	N	None used		H	RW	
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70	115N	18	L	137 10 ¹ / ₂	7	H	RW	
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137 10 ¹ / ₂	7	H	RW	
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137 10 ¹ / ₂	7	H	RW	
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137 10 ¹ / ₂	7	H	RW	
CADILLAC 75	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L	137 11	7	H	RW	
CHEVROLET Styleline and Fleetline Sp & DeLuxe	18	35	90 ¹ / ₂	10h	7 ¹ / ₂ b	31	17-21	70-80W	100N	15	O	135 9 ¹ / ₂ , 6 ¹ / ₂	H	RW		
CHEVROLET Sty & Fleet with Powerglide Drive	18	35	d	d	16°b	34	17-21	70-80W	100N	16	N	None used		H	RW	
CHRYSLER Royal & Windsor	20	35	08h	10h	12 ¹ / ₂ b	31-38	17-20	EW	120P	17	Bb	125 9 ¹ / ₂	6	H	PS	
CHRYSLER Saratoga & N Y	18	35	08h	10h	12 ¹ / ₂ b	31-38	17-20	EW	135P	21	Bb	125 10	6	H	PS	
CHRYSLER Crown Imperial	18	35	08h	10h	12 ¹ / ₂ b	31-38	17-20	EW	135P	21	Bb	125 10	6	K	PS	
CROSLEY Model CD	20	25	04	06	5 ¹ / ₂ b	46	17-20	No	90P	4	O	125 6	4	G	AW	
DE SOTO S 14 DeLx & Custom	20	35	08h	10h	12 ¹ / ₂ b	31-38	17-20	EW	114P	17	Bb	125 9 ¹ / ₂	6	H	PS	
DODGE Coronet & Way	20	35	08h	10h	8 ¹ / ₂ b	31-38	17-20	EW	105P	15	Bb	125 9 ¹ / ₂	6	H	PS	
FORD & Custom 8 Cy	14-16	28-32	13-15	17-19	5 ¹ / ₂ b	26-28	17-20	65-70	90P	22	L	125 9 ¹ / ₂	6	H	RW	
FORD & Custom 6 Cy	24-26	28-32	9-11	13-15	11 ¹ / ₂ b	35-38	17-20	65-70	100P	17-3	L	125 9 ¹ / ₂	6	H	RW	
FRAZER	20	32	10h	14h	10 ¹ b	38	17-20	30-35W	105P	15	T	125 9 ¹ / ₂	6	H	RW	
HUDSON Pacemaker	20	32-45	08h	10h	7 ¹ / ₂ b	38	17-20	70-75W	100P	18	O	203 9 ¹ / ₂ , 6 ¹ / ₂	D	RW		
HUDSON Super 6	20	32-45	08h	10h	7 ¹ / ₂ b	38	17-20	70-75W	120P	19	O	203 9 ¹ / ₂	D	RW		
HUDSON Super 8	17	32-45	08h	10h	10 ¹ / ₂ b	37	17-20	45-50W	120P	17	O	203 9 ¹ / ₂	D	RW		
KAISER Spec & DeLuxe	20	32	10h	14c	10 ¹ b	38	17-20	30-35W	100P	15	Bb	125 9 ¹ / ₂	H	RW		
LINCOLN Cosmopolitan	14-16	24-26	au	au	5 ¹ b	26-28	17-20	65-70	120P	34	L	125 9 ¹ / ₂	S	RW		
LINCOLN	14-16	24-26	au	au	5 ¹ b	26-28	17-20	65-70	120P	41	L	125 10 ¹ / ₂	S	RW		
MERCURY	14-16	24-26	11e	15c	10 ¹ b	23-28	17-20	65-70	100P	22	Bb	125 10	6 ¹ / ₂	S	RW	
NASH Statesman	18-24	30	15	15	6 ¹ b	35	17-21	60W	90P	14	Bb	125 8	5 ¹ / ₂	H	RW	
NASH Ambassador	18-24	30	15	18	6 ¹ / ₂ b	35	17-21	70W	105P	17	Bb	125 10	5 ¹ / ₂	S	RW	
OLDSMOBILE 76	20	40	08h	11h	5 ¹ b	35	17-21	60-70W	100N	18	Bb	125 10	7	H	RW	
OLDSMOBILE 88 & 98	12-17 ¹ / ₂	30	14	14	14 ¹ b	32	19-23	60-70W	115N	21				H	RW	
PACKARD 8	15	35	07	10	12 ¹ / ₂ bU	Z	17-20	60-62	100P	18	L	125 10	6 ¹ / ₂	H	PS	
PACKARD Super	15	35	07	10	12 ¹ / ₂ bU	Z	17-20	60-62	100P	19	L	125 10 ¹ / ₂	6	H	PS	
PACKARD Custom	15	35	au	au	U	27	17-20	60-62	120P	19	L	125 10	6	H	PS	
PLYMOUTH P 19 DeLuxe	20	35	08h	10h	12 ¹ / ₂ b	31-38	17-20	EW	100P	15	L	125 9 ¹ / ₂	H	PS		
PLYMOUTH P 20 DeL & Sp DeL	20	35	08h	10h	12 ¹ / ₂ b	31-38	17-20	EW	100P	15	f	125 9 ¹ / ₂	H	PS		
PONTIAC 6	22	35	11-13	11-13	5 ¹ b	35	17-21	60W	100N	18	Im	125 9	6	S	RW	
PONTIAC 8	22	35	11-13	11-13	5 ¹ b	26	19-23	60W	100N	20	Im	125 10	6	S	RW	
STUDEBAKER Champ 9G	20	22-27	16c	16c	15 ¹ b	33y	17-20	46-50W	100P	10	Bb	125 8	5 ¹ / ₂	H*	RW	
STUDEBAKER Condr 17A	20	22-27	16c	16c	15 ¹ b	31-37	17-21	50-55W	100P	13	Bb	125 9 ¹ / ₂	H*	RW		
STUDEBAKER Land C 17A	20	22-27	16c	16c	15 ¹ b	31-37	17-21	50-55W	100P	13	Bb	125 9 ¹ / ₂	H*	RW		
WILLYS Jeepster & Sta. Wag	20	30	14	14	9 ¹ b	39	17-20	60-65	100N	11	Bb	125 8 ¹ / ₂	5 ¹ / ₂	H	RW	
WILLYS Station Sedan	20	30	14	14	5 ¹ b	34 ¹ y	17-20	60-65	100N	9	Bb	125 8 ¹ / ₂	5 ¹ / ₂	H	RW	

ABBREVIATIONS

- au = Indic. with side exhaust
 Bb = Borg & Beck
 Im = Imperial Motor Co.
 d = Delco with side exhaust
 H = Hudson Motor Car Co.
 d = Hudson side exhaust
 D = Dual Automatic
 N = Napa
 L = Lure
 P = Pneumatic
 f = Facet
 B = Brembo
 W = W. Ral. Motor Co.
 M = Motor
 S = Studebaker
 A = All
 AW = All-Wheel
 B = Belding
- With heater
 Without heater
 1/2" = 12.7 mm
 1/4" = 6.35 mm
 1/8" = 3.18 mm
 1/16" = 1.59 mm
 1/32" = 0.79 mm
 1/64" = 0.39 mm
 1/128" = 0.19 mm
 1/256" = 0.09 mm
 1/512" = 0.045 mm
 1/1024" = 0.023 mm
 1/2048" = 0.012 mm
 1/4096" = 0.006 mm
 1/8192" = 0.003 mm
 1/16384" = 0.0015 mm
 1/32768" = 0.00075 mm
 1/65536" = 0.000375 mm
 1/131072" = 0.0001875 mm
 1/262144" = 0.00009375 mm
 1/524288" = 0.000046875 mm
 1/1048576" = 0.0000234375 mm
 1/2097152" = 0.00001171875 mm
 1/4194304" = 0.000005859375 mm
 1/8388608" = 0.0000029296875 mm
 1/16777216" = 0.00000146484375 mm
 1/33554432" = 0.000000732421875 mm
 1/67108864" = 0.0000003662109375 mm
 1/134217728" = 0.00000018310546875 mm
 1/268435456" = 0.0000000915527234375 mm
 1/536870912" = 0.00000004577636171875 mm
 1/107374184" = 0.000000022888180859375 mm
 1/214748368" = 0.0000000114440904296875 mm
 1/429496736" = 0.00000000572204521484375 mm
 1/858993472" = 0.000000002861022607421875 mm
 1/1717986944" = 0.0000000014305113037109375 mm
 1/3435973888" = 0.00000000071525565185546875 mm
 1/6871947776" = 0.000000000357627825927734375 mm
 1/1374389552" = 0.0000000001788139129638671875 mm
 1/2748779104" = 0.00000000008940695648193409375 mm
 1/5497558208" = 0.000000000044703478240967046875 mm
 1/10995116416" = 0.0000000000223517391204840234375 mm
 1/21985232832" = 0.00000000001117586956024201171875 mm
 1/43970465664" = 0.000000000005587934780121005859375 mm
 1/87940931328" = 0.0000000000027939673900605029296875 mm
 1/175881862656" = 0.00000000001396983695030025146484375 mm
 1/351763725312" = 0.00000000000698491847515012573234375 mm
 1/703527450624" = 0.0000000000034924592375750628616875 mm
 1/140705490128" = 0.00000000001746229618787531443134375 mm
 1/281410980256" = 0.0000000000087311480939376572156875 mm
 1/562821960512" = 0.00000000000436557404696882860784375 mm
 1/1125643921024" = 0.0000000000021827870234844143038234375 mm
 1/2251287842048" = 0.000000000001091393511742207151916875 mm
 1/4502575684096" = 0.0000000000054569675587211037538234375 mm
 1/9005151368192" = 0.000000000002728483779360551879616875 mm
 1/18010302736384" = 0.00000000000136424188968027593980875 mm
 1/36020605472768" = 0.000000000006821209444840137979616875 mm
 1/72041210945536" = 0.000000000003410604722420068989616875 mm
 1/144082421891072" = 0.000000000017053023612100344949616875 mm
 1/288164843782144" = 0.000000000008526511806050172474816875 mm
 1/576329687564288" = 0.000000000004263255903025086237634375 mm
 1/1152659371128576" = 0.000000000002131627951512543188816875 mm
 1/2305318742257152" = 0.0000000000106581397575627219444375 mm
 1/4610637484514304" = 0.0000000000053290698787813609722375 mm
 1/9221274969028608" = 0.000000000002664534939390680461175 mm
 1/18442549938057216" = 0.00000000001332267469695340220535 mm
 1/36885099876114432" = 0.0000000000066613373493767011027 mm
 1/73770199752228864" = 0.0000000000033306686746883505514 mm
 1/147540399504457728" = 0.000000000016653343373441752753 mm
 1/295080799008915456" = 0.0000000000083266718567208763766 mm
 1/590161598017830912" = 0.0000000000041633359283604381883 mm
 1/1180323196035654824" = 0.0000000000020816679641802190916 mm
 1/2360646392071309648" = 0.0000000000104083398209001095458 mm
 1/4721292784142619296" = 0.0000000000052041699104950577279 mm
 1/9442585568285238592" = 0.0000000000026020849552475288658 mm
 1/18885171136570477184" = 0.0000000000130104247762376444329 mm
 1/37770342273140954368" = 0.0000000000065052123881188222159 mm
 1/75540684546281908736" = 0.0000000000032526061940594111318 mm
 1/15108136909255817472" = 0.0000000000162630309702972055637 mm
 1/30216273818511634944" = 0.0000000000081315154851486027814 mm
 1/60432547637023269888" = 0.0000000000040657577425743013907 mm
 1/12086509527404653976" = 0.0000000000203287887128721506903 mm
 1/24173019054809307952" = 0.0000000000101643943564360753457 mm
 1/48346038109618615904" = 0.0000000000050821971782180377229 mm
 1/96692076219237231808" = 0.0000000000254109858910915186458 mm
 1/193384152384674463616" = 0.0000000000127054929455497593229 mm
 1/386768304769348927232" = 0.0000000000063527464727748796649 mm
 1/773536609538697854464" = 0.0000000000317637323638743983329 mm
 1/154707321907748970888" = 0.0000000000158818661819371966649 mm
 1/309414643815497941776" = 0.0000000000079409330909685983329 mm
 1/618829287630995883552" = 0.0000000000397046654549347916649 mm
 1/123765857526199176704" = 0.0000000000198523327274673958329 mm
 1/247531715052398353408" = 0.0000000000099261663637336979164 mm
 1/495063430104796706816" = 0.0000000000496308318186683959164 mm
 1/990126860209593413632" = 0.0000000000248154159093341979164 mm
 1/1980253720419967027264" = 0.0000000000124077079546670989164 mm
 1/3960507440839934054528" = 0.0000000000620385397733350989164 mm
 1/7921014881679868029056" = 0.0000000000310192698866750989164 mm
 1/1584202976355973605812" = 0.0000000000155096349433375989164 mm
 1/3168405952711947211624" = 0.0000000000077548174716687989164 mm
 1/6336811905423894423248" = 0.0000000000387740873583390989164 mm
 1/1267362381084778884648" = 0.0000000000193870436791795989164 mm
 1/2534724762169557769296" = 0.0000000000096935218395897989164 mm
 1/5069449524339115538592" = 0.0000000000484676091979498989164 mm
 1/1013889048667823107184" = 0.0000000000242338045989798989164 mm
 1/2027778097335646214368" = 0.0000000000121169022994898989164 mm
 1/4055556194671323428736" = 0.00000

Southern Automotive Journal's Guide to Exhibitors

8th Southwest Automotive Show

In this section will be found a complete list of the exhibitors of the 8th Southwest Automotive Show, being held in San Antonio, Texas, March 23-26 inclusive—showing the address of the company, the booth number, the name of each representative and the hotel in which the company has headquarters during the Show.

Thus continues our cooperation with the Southwest Automotive Show, at which SOUTHERN AUTOMOTIVE JOURNAL has been a continuous exhibitor, and to which the editorial pages have always been open in the

interest of promoting the greatest possible attendance.

This guide will prove of great convenience to both exhibitors and visiting automotive men. The location of the booth may be determined by reference to the floor diagram shown on the back page of this section.

Every effort was made in the compilation of this guide to insure completeness and accuracy. Where no information appears concerning representatives or San Antonio addresses these were not furnished to us by the exhibitor.

AC SPARK PLUG DIVISION Booth 30-31-32-33

Flint, Michigan

ACCURATE PARTS MFG. CO. Booth 212-213

Cleveland, Ohio — The Plaza Hotel

Ira Saks	President
David Raskin	Sales Representative
Edwin T. Svartzen	Sales Representative
Gilbert L. Thompson	Sales Representative
Roman Anthony	Sales Representative
Harold Lenox	Territory Supervisor
Emerson A. Wilson	Sales Representative

ACME AIR APPLIANCE CO., INC. Booth 58

Brooklyn, N. Y.

Harry Perlman	President
S. M. McClintock	Sales Representative
Albert Lowe	Sales Representative
Dennis Walker	Sales Representative
G. McClintock	Sales Representative
C. M. Buettner	Sales Representative
I. D. Kelly	Sales Representative

ACME WHITE LEAD & COLOR WORKS Booth 99-100

Detroit, Mich.

A. W. Stern	General Sales Mgr.
L. T. Ferguson	Manager, Southwest District
Max Seidenfuss	Sales Representative
Lee Atherton	Sales Representative
Richard Gremillion	Sales Representative
L. W. Jernigan	Sales Representative

AJAX AUTO PARTS COMPANY Booth 208

Racine, Wis.

L. F. Carboneau	Sales Manager
W. M. Foster	Dallas District Manager
A. J. Hart	District Representative
W. T. Jordan	District Representative
R. E. Van Scoot	Denver District Manager

ALBERTSON & CO. Booth 202-203-204

Sioux City, Iowa — St. Anthony Hotel

D. E. Jacobsen	Asst. Sales Mgr.
L. L. Johnson	Representative
L. E. Bray	Representative
Roy Hatton	Representative
Robert Lindberg	Representative

ALEMITE DIVISION Booth 265-266-267-268

Chicago, Ill.

Herman Koplan	Mgr. San Antonio
A. F. Grey	V. Pres., Oklahoma
C. T. Newburn	Mgr., Houston
F. J. DiBartolo	Mgr., New Orleans
J. M. Carson	V. Pres., West Texas
J. L. Tittle	Mgr., North Texas
M. W. Piehl	Sales Representative

THE ALMETAL UNIVERSAL JOINT CO. Booth 258

Cleveland, Ohio

C. D. Warnick	Sales Manager
	Booth 188

AMERICAN CLUTCH PRODUCTS, INC. Booth 188

Dallas, Texas — Gunter Hotel

Jack Nickerson	President
L. L. LaFon	Treasurer
E. J. McDermott	Sales Representative — Field
Ed Tighe	Sales Representative — Field
Shuyler Reid	Sales Representative — Field

E. A. Lott Booth 304

Roy Faust

L. E. Addington

AMERICAN HYDRAULICS INC. Booth 304

Chicago, Ill.

AMMCO TOOLS, INC. Booth 279-280-281

North Chicago, Ill. — Gunter Hotel

Martin W. Baumer, Sr.	V. President — Sales
Sam Brown	District Sales Manager
Clyde Miller	Sales Engineer
Jerry Mulherin	Sales Engineer

THE ANDERSON COMPANY Booth 171-172

Gary, Ind.

ANDREWS MANUFACTURING CO. Booth 302A

St. Louis, Mo. — Blue Bonnet Hotel

George W. Andrews	President
George William Andrews, Jr.	Factory Representative
Thomas O. Messall	Factory Representative
William R. Hemphill	Sales Representative
Ted E. Lynn, Sr.	Sales Representative
Cecil E. Wright	Sales Representative

ANTHES FORCE OILER COMPANY Booth 109B

Ft. Madison, Iowa — White Plaza Hotel

A. Anthes Smith	Sales Manager
Frank J. Brogan	Sales Representative
Sam Q. McLaran	Sales Representative
H. M. Stinson	Sales Representative

S. M. ARNOLD INC. Booth 195

St. Louis, Mo. — Gunter Hotel

S. M. Arnold	President
L. T. Arnold	Vice President
R. A. Tychein	Sales Representative

THE ARO EQUIPMENT CORPORATION Booth 5-6-7

Brown, Ohio — Gunter Hotel

R. W. Morrison	Vice President
F. W. Iman	Lub. Equip. Sales Mgr.
R. F. Sprow	Factory Sales Division
A. C. Swygard	Division Manager
Robert Vogel	Asst. Division Manager

ARROW SAFETY DEVICE CO. Booth 178-179

Mt. Holly, N. J.

ASBESTOS MANUFACTURING CO. Booth 21-22

Huntington, Ind. — Plaza Hotel

Abbott L. Johnson	President
S. E. Shepard	Sales Mgr.

NEIL W. CHAMBERLAIN Booth 182-183

St. Louis, Mo. — Gunter Hotel

Ralph Casey	President
E. F. McDermott	Representative
E. Tighe	Representative
Emmett L. Moore	Representative

ATLAS MANUFACTURING CO. Booth 86-87

Indianapolis, Ind.

ATOMIZED MATERIALS COMPANY INC. Booth 15

Pittsburgh, Pa. — St. Anthony Hotel

Alton Sales Co.	Territorial Representatives
G. R. Lupton	Territorial Representative

I. W. Klumb	Territorial Representative	BONNEY FORGE & TOOL WORKS	Booth 68-69-70
D. A. Sterling	Territorial Representative	Allentown, Pa. — Gunter Hotel	
AUTOMOTIVE & MARINE PROD. CORP.	Booth 254	C. D. Otterson	Vice Pres. and Sales Mgr.
<i>Boston, Mass.</i>		R. H. (Ron) Wixson	Sales Representative
Draper M. Harvey	Vice President	Matt Sproul	Sales Representative
Richard H. Lodge	Field Engineer	R. K. Cook, Jr.	Sales Representative
H. M. Cree, Sr.	District Representative	Geo. R. Bloodgood	Sales Representative
S. M. McKee	Lubrication Engineer	Al A. Emerson	Sales Representative
BARRETT EQUIPMENT CO.	Booth 308-309	ANDREW BROWN COMPANY	Booth 303
<i>St. Louis, Mo. — Gunter Hotel</i>		<i>Los Angeles, Calif.</i>	
H. B. Barrett	President	BRUNNER MANUFACTURING CO.	Booth 270-271
Cliff S. Gastrand	Gen. Sales Mgr.	<i>Utica, N. Y.</i>	
F. L. Wadsworth, Jr.	District Manager	R. C. Smith	District Manager
BAY STATE ABRASIVE PRODUCTS CO.	Booth 36-37	S. R. Williamson	
<i>Westboro, Mass.</i>		BURTON AUTO SPRINGS CORPORATION	Booth 74A
W. M. Jones	Sales Manager	<i>Chicago, Ill. — White Plaza Hotel</i>	
E. W. Farmer	Advertising Mgr.	Harry Morrow	Southwestern Representative
F. B. Jones	Abrasives Engineer	Don Nelson	Assistant Sales Manager
JOHN BEAN DIV.	Booth 132-133-134-145-146-147	CARTER CARBURETOR CORPORATION	Booth 161-162
<i>Lansing, Michigan</i>		<i>St. Louis, Mo.</i>	
W. F. Axford	Sales Manager	J. L. McDonough	Manager, After-Market
Tracy Carrigan	Manager	D. A. Bradlon	Sales & Serv.
M. L. Vandemeer	Manufacturers' Agent	A. J. Shaw	Advertising Manager
F. J. Keller	Sales Manager	J. M. Long	District Manager
BEAR MFG. CO.	Booth 235-236-237-262-263-264	T. Magowan	Special Representative
<i>Rock Island, Ill. — Plaza Hotel</i>		G. A. Goddard	Special Representative
Walter V. Hall	Sales Manager	CASCO PRODUCTS CORP.	Booth 92
C. W. Dyer	Sales Representative	<i>Bridgeport, Conn. — Gunter Hotel</i>	
Eddie Eisenmenger	Sales Representative	Bert G. Cochane	Vice President
Andy Young	Sales Representative	W. R. Powell	Asst. Sales Mgr.
E. C. Cone	Sales Representative	Hirsch Frazier Co.	Representative
W. P. Sanderson, Jr.	Sales Representative	CENTRAL EQUIPMENT CO.	Booth 249
THE BELL COMPANY INC.	Booth 113	<i>Chicago, Ill.</i>	
<i>Chicago, Ill.</i>		CHAMPION LABORATORIES, INC.	Booth 38
J. H. Allderidge	Sales Manager	<i>Meriden, Conn. — St. Anthony Hotel</i>	
Monk Watson	Sales Manager	I. H. Hance, Sr.	President
Middleton T. Hulon	Sales Representative	Fritz Keller	Territorial Manager
Barton O. Cole	Sales Representative	Eric F. Hyden	Sales
A. B. Curry	Sales Representative	Horton Webb	Sales
A. Z. Parks	Sales Representative	Ray Alley	Sales
Shuyler Reid	Sales Representative	J. G. Crouch	Sales
BENNETT-FERAGEN INC.	Booth 101	N. F. Parkinson	Sales
<i>South Bend, Ind.</i>		J. R. Shetter	Sales
BETTER MONKEY GRIP COMPANY	Booth 315-316	Ed Starnes	Sales
<i>Dallas, Texas — St. Anthony Hotel</i>		D. W. Tackett, Jr.	Sales
T. H. Everett	Sales Manager	C. L. Trader	Sales
L. M. Everett	Partner	W. B. Woodward, Jr.	Sales
Earl R. Beard	Asst. Sales Manager	CHAMPION PNEU. MCHRY. CO.	Booth 53-54
J. C. Crow	Direct Representative	<i>Princeton, Ill. — Gunter Hotel</i>	
C. M. Buettner	Representative	John B. Pullen	Vice President
BINKS MANUFACTURING COMPANY	Booth 95-96	A. C. Swigard	Sales Representative
<i>Chicago, Ill. — Gunter Hotel</i>		Robert F. Vogel	Sales Representative
E. F. Watts	Vice President	Walter B. Baughman	Sales Representative
A. H. Hirsch	Sales Representative	B. W. Carpenter	Sales Representative
Walter Frazier	Sales Representative	W. R. Moke	Sales Representative
R. W. Gilchrist	Sales Representative	Warren A. Todd	Sales Representative
H. M. Willey	Sales Representative	John W. Raidt, Jr.	Sales Representative
R. H. Givens	Sales Representative	R. H. Potter	Sales Representative
R. E. Foster	Sales Representative	CHAMPION SPARK PLUG COMPANY	Booth 104-105
R. P. Duncan	Sales Representative	<i>Toledo, Ohio — Plaza and St. Anthony Hotel</i>	
THE BLACK & DECKER MFG. CO.	Booth 225-226-227	O. C. Leighty	Asst. Sales Mgr.
<i>Towson, Md. — Gunter Hotel</i>		F. C. McKinney	Dist. Sales Mgr.
E. V. Schaub	Dallas Branch Mgr.	W. D. Jones	Territory Mgr.
Ross Martain	Sales Engineer	Joe Zemmer	Territory Mgr.
K. L. Pendleton	Sales Engineer	J. Weaver	Territory Mgr.
R. T. Johnston	Sales Engineer	H. Jack Oetting	Territory Mgr.
J. F. Apsey, Jr.	Advertising Mgr.	Fred Skell	Territory Salesman
BLACKHAWK MFG. CO.	Booth 135-136-137	A. A. Weinberg	Territory Salesman
<i>Milwaukee, Wis. — Blue Bonnet Hotel</i>		Bob Clark	Territory Salesman
William V. Dyke	Manager, Distributor Sales	CHOLDUN MANUFACTURING CORP.	Booth 180-181
Philip Brumder	Assistant General Manager	<i>New York, N. Y. — Gunter Hotel</i>	
Guy Cox	District Manager	H. H. Charles	President
Bob Westbrook	Territory Representative	James M. Mixon	Asst. to President
Bob Hall	Territory Representative	E. J. McDermott	Southwest Representative
Maitland Satch	Territory Representative	Ed Tighe	Southwest Representative
Charles Stewart	Territory Representative	CLIFTON MANUFACTURING CO.	Booth 153-154
BOHN ALUMINUM & BRASS CORP.	Booth 98	<i>Waco, Texas — St. Anthony Hotel</i>	
<i>Holland, Mich.</i>		A. L. Clifton	President
Charles R. Lynch	General Sales Mgr.	J. B. Hardin	Vice President & Gen. Mgr.
Joseph E. O'Hern	Central Division Sales Mgr.	George T. Brown	Secretary
Don R. Trent	Territorial Representative	J. R. Sanders	Manufacturers Representative
Dallas W. Shoemaker	Territorial Representative	J. R. Brockenbrough	Manufacturers Representative
Forrest R. Keach	Dallas Branch Mgr.	J. Todd Willis	Manufacturers Representative
Ray H. Artinger	Houston Branch Mgr.	W. L. Lyon	Manufacturers Representative
David C. Legault	Assistant Sales Mgr.		

CRAWFORD MFG. CO., INC.	Booth 277-278
Dallas, Texas — Gunter Hotel	
N. C. Crutchfield	Branch Manager
A. C. Graves	Salesman
B. J. Henderson	Salesman
R. W. Ross	Salesman
M. W. Smith	Sales Manager
THE CRESCENT COMPANY, INC.	Booth 196
Pawtucket, R. I.	
CURTIS PNEU. MCHRY. DIV.	Booth 205-206-207-208
St. Louis, Mo. — Plaza Hotel	
J. D. Lodwick	Vice Pres.
M. Brinsford	Sales Representative
George J. Trampier	Sales Representative
THE DAYTON RUBBER COMPANY	Booth 176-177
Dayton, Ohio	
L. C. Strobeck	V. Pres. Mech. Sales
J. D. Hershey	Mech. Goods, Repl. Prod.
R. R. McLeese	Manager, Auto. Repl. Div.
B. D. Spofford	Manager, Mech. Adv.
F. W. Watson	Zone Manager
J. R. Hollingsworth	Sales Service Representative
W. M. Chapman	Salesman
H. A. Poe	Salesman
DETROIT ALUMINUM & BRASS	Booth 66
Detroit, Mich. — Plaza Hotel	
W. E. O'Reilly	Replacement Division Mgr.
E. J. Delahanty	Engineer
J. S. Connell	Salesman
J. R. Baumberger	Salesman
T. T. Harman	Salesman
Duncan Trapp	Salesman
T. C. Vogler	Salesman
C. L. Bullington	Salesman
THE DEVILBISS COMPANY	Booth 311-312-313-314
Toledo, Ohio	
R. G. Guyer	V. Pres and Gen. Sales Mgr.
R. G. Petersen	District Manager
C. B. Gracely	
W. C. Spruce	
J. E. Kennedy	
H. G. Siemantel	
A. A. LaFleur	
DIAMOND-U PRODUCTS	Booth 46B-46C
South Gate, Calif. — Gunter Hotel	
F. A. Koester	Owner
J. A. Bunker	Salesman
DIETERICH PRODUCTS CORP.	Booth 105-A
Oak Park, Ill. — Gunter Hotel	
R. E. Dieterich	President
D. A. Hutchison	Dir. of Sales
I. G. Willis	Sales Mgr.
B. B. Burk	District Mgr.
C. J. Lamoreaux	District Mgr.
W. J. Edwards	District Mgr.
D. E. Smith	District Mgr.
DOYLE VACUUM CLEANER COMPANY	Booth 44-45
Grand Rapids, Mich. — Plaza Hotel	
Patrick E. Doyle	V. Pres.
Harry W. Taylor	Field Sales Manager
Harry F. Arnold	Field Sales Department
F. J. Keller	Territorial Representative
DRUGE BROTHERS MFG. CO.	Booth 76
Oakland, Calif.	
Milan T. Fell	Gen. Sales Mgr.
D. O. Drugé	President
DRUM JACK CORPORATION	Booth 102
Cleveland, Ohio — White Plaza Hotel	
Roger O. Bay	Sales Manager
John V. Drum	Consultant Manager
James Everett	Sales Engineer
Fred Fowler	Manufacturers' Rep.
DURKEE-ATWOOD COMPANY	Booth 46-46A
Minneapolis, Minn.	
C. T. Stafford	Sales Mgr. Jobbers' Div.
A. J. Traun	Manager, Special Sales
DURO METAL PRODUCTS COMPANY	Booth 94
Chicago, Ill.	
John Gracius	Asst. Sales Mgr.
Roy Holsclaw	Sales Representative
W. A. Frazer	Sales Representative
R. P. Duncan	Sales Representative
H. M. Willey	Sales Representative
R. H. Givens	Sales Representative
R. W. Gilchrist	Sales Representative
R. J. Foster	Sales Representative
H. B. EGAN MANUFACTURING CO.	Booth 121
Muskogee, Okla. — Blue Bonnet Hotel	
Jim A. Egan	V. Pres. and Gen. Mgr.
C. T. Chacey	Sales Department
Rudy Copeland, Jr.	Manufacturers' Rep.
Lawrence M. Hirshig & Co.	Manufacturers' Rep.
EIS AUTOMOTIVE CORPORATION	Booth 292-293
Middletown, Conn.	
Roy Hobbs	Territory Rep.
Dallas Hobbs	Territory Rep.
Ross Chastain	Field Sales
THE ELECTRIC AUTO-LITE CO.	Booth 221-222-223
Toledo, Ohio — Plaza Hotel	
H. R. Butts	Sales Manager
M. H. Smith	Southern Division Mgr.
R. F. Coleman	District Manager
B. S. Fuess	Field Engineer
H. J. Ancelot	Special Rep.
B. C. Taylor	Territory Rep.
THE ELECTRIC HEAT CONTROL CO.	Booth 150
Cleveland, Ohio — Gunter Hotel	
Kent Fullerton	Sales Manager
E. P. Maurer	President
Glenn C. Adams	Territory Rep.
J. P. McCombs	
ELECTRO PRODUCTS COMPANY	Booth 51-52
New York, N. Y. — White Plaza Hotel	
P. O. Stewart	General Manager
C. Cannan	Western Regional Mgr.
A. J. Florio	Sales Engineer
B. Seats	District Rep.
EMEROL MFG. CO., INC.	Booth 218-219-220
New York, N. Y.	
EWING MANUFACTURING CO., INC.	Booth 39
Oklahoma City, Okla. — Plaza Hotel	
Fred Ewing, Sr.	President
Fred Ewing, Jr.	Secretary-Treasurer
D. V. Baird	Sales Manager
Fritz Keller Co.	Territorial Rep.
EXCHANGE PARTS COMPANY	Booth 79
Ft. Worth, Texas — Blue Bonnet & Gunter Hotels	
R. S. Bishop	Manager
O. R. Anderson	Superintendent
M. T. Hulon	Salesman
A. Z. Parks	Salesman
A. B. Curry	Salesman
F&B. MANUFACTURING CO.	Booth 80
Chicago, Ill. — Plaza Hotel	
John Filko	President
Don McKin	Sales Manager
M. T. Hulon	District Manager
A. Z. Parks	Representative
A. B. Currs	Representative
Barton O. Cole	Representative
FEDERAL-MOGUL DIVISION	Booth 163-164
Coldwater, Mich.	
FEDERATED METALS DIVISION	Booth 25
New York, N. Y. — Plaza Hotel	
Herman M. Smith	Sales Representative
J. Klein	Sales Manager
E. L. Rimbault, Jr.	Asst. to General Sales Mgr.
L. Kauffman	Assistant Manager
FELT PRODUCTS MFG. CO.	Booth 191
Chicago, Ill. — St. Anthony and Plaza Hotels	
L. C. Weinberg	Vice President
Frank J. Brogan	Representative
Sam D. McLaran	Representative
Dick Stinson	Representative
FOX PRODUCTS COMPANY	Booth 16
Philadelphia, Pa. — Plaza Hotel	
Manuel Katz	Asst. to Sales Mgr.
Fritz Keller	Representative
Ray Allee	Salesman
Eric Hydeu	Salesman
James Shetter	Salesman
D. W. Tackett	Salesman
W. B. Woodard	Salesman
Herb Oshorn	Salesman
Horton Webb	Salesman
Charles Trader	Salesman
Ed Starnes	Salesman
FRAM CORPORATION	Booth 228-229-230-231
E. Providence, R. I.	

THE FULTON COMPANY	Booth 141	THE HOLFAST RUBBER COMPANY	Booth 189
Milwaukee, Wis. Leo Kennedy Fred Post		Atlanta, Ga. Jack Morse Frank J. Brogan Sam D. McLaren Bob Warren Mack McKern	Sales Manager Representative Representative Representative Representative
THE GABRIEL CO.	Booth 82-83	R. M. HOLLINGSHEAD CORP.	Booth 125A-155-156
Cleveland, Ohio — Plaza Hotel L. R. Klein Mrs. Harry H. Whelan Robert M. Talkington G. M. Heid H. E. Colvin	Exec. V. Pres. Factory Representative Field Representative Field Representative Field Representative	Camden, N. J. Miles Powell L. M. Olson H. A. Weymouth W. B. Bass, Jr. N. O. Rogers J. W. Porter R. R. Howard D. T. Morrissey George Zinck John Germanich Dave Watson	Gen. Sales Mgr., Auto. Div. Vice President, Auto. Div. Division Manager, Auto. Div. District Representative, District Manager, Auto. Div. District Manager, Auto. Div. Director of Sales, Spec. Div. Sales Manager, Spec. Div. District Manager Spec. Div. District Manager Spec. Div. Specialties Division
GATES RUBBER COMPANY	Booth 209-210-211	HOMESTEAD VALVE MFG. CO.	Booth 114-115
Denver, Colo.		Coraopolis, Pa. Fred Rueter Robert Stadler Gordan Kenny Don H. Krey	Field Sales Manager Factory Representative Factory Representative General Sales Manager
GATKE CORPORATION	Booth 109C	HOOF PRODUCTS COMPANY	Booth 242
Chicago, Ill. — St. Anthony Hotel Thomas L. Gatke A. E. Beringen H. W. Boyle Lee W. Boswell N. D. House	President Chicago Office Chicago Office Representative Representative	Chicago, Ill. — White Plaza Hotel A. C. Hoof C. E. Johnson J. M. Ravenna	President Vice President Territorial Representative
GENERAL ELECTRIC CO. LAMP DEPT.	Booth 214	THE IMPERIAL BRASS MFG. CO.	Booth 74
Cleveland, Ohio		Chicago, Ill. C. O. Engels H. Pearson M. Copeland J. Batenic	Sales Manager Representative Representative Representative
GLOBE HOIST COMPANY	Booth 169-170	INDEPENDENT PNEU. TOOL CO.	Booth 299-300
Des Moines, Iowa — Plaza Hotel Harry D. Smith Ralph E. Wilkinson B. M. Long	President Western Sales Eastern Sales	Aurora, Ill. — Blue Bonnet Hotel R. E. DeBarde A. C. Chewick R. E. Watson F. L. Bell W. B. Smith R. F. Caslin	Service Engineer Service Engineer Service Engineer Service Engineer Manager Manager
GLOBE RUBBER PRODUCTS CORP.	Booth 106	INDUSTRIAL TAPE CORPORATION	Booth 167-168
Philadelphia, Pa. — White Plaza Hotel Chas. Light Ben H. Abbott E. R. Lawson Paul DuPuy	Sales Manager	New Brunswick, N. J. INCORSELL-RAND COMPANY	Booth 165-166
GOODSON MANUFACTURING COMPANY	Booth 81	New York, N. Y. J. M. Wells S. Orben G. Wilkins W. Kearns H. Foard H. Newsome D. Nelson	Engineer Sales Engineer Sales Engineer Sales Engineer Sales Engineer
Dallas, Texas — White Plaza Hotel Hazen S. Goodson P. E. Brading Robert N. Goodson	Owner Sales Representative Office Manager	THE JOYCE-CRIDLAND COMPANY	Booth 297-298
GRAY COMPANY, INC.	Booth 294-295-296	Dayton, Ohio — Plaza Hotel Huston Brown Don W. Switzer J. B. Sampson Floyd Hockridge Tev Carpenter Jack Botz Art Halberg	President Asst. Sales Manager Representative Representative Representative Representative Representative
Minneapolis, Minn. A. E. Scheppe H. A. Murphy J. B. Sampson Floyd Hockridge Clyde Gayle F. L. Marshall R. B. Myers	Automotive Sales Mgr. Vice President District Manager District Manager District Manager District Manager District Manager	K-D LAMP COMPANY	Booth 1-2-3
GREY-ROCK DIVISION	Booth 110-111	Cincinnati, Ohio — Plaza Hotel Charles Adams Troy Rose Jesse M. Suggs W. L. Lyon	Vice President District Sales Manager District Sales Manager Sales Representative
Manheim, Pa. — Plaza Hotel James A. Wheatley, Jr. E. D. Dobbs R. R. Riordan R. F. Kiefer Merle Sumner	Sales Manager District Manager District Representative District Representative District Representative	KELLOGG DIVISION	Booth 23-24
GROTE MANUFACTURING CO., INC.	Booth 225	Rochester, N. Y. — Plaza Hotel S. F. Greer G. H. Wilson	General Sales Manager Representative
Belleview, Ky. — Robt. E. Lee Hotel E. H. Schade H. M. Cree H. M. Cree, Jr. Richard Cree W. A. Todd John Raidt W. L. Knover	Sales Mgt. Automotive Div. Representative Representative Representative Representative Representative Representative	KEN-TOOL MANUFACTURING CO.	Booth 112
GUARANTEED PARTS CO. INC.	Booth 157-158	THE HINSON MFG. CO.	Booth 20
Seneca Falls, N. Y. — White Plaza Hotel A. Villiers M. Martin	White Plaza Hotel Sales Manager District Manager	Akron, Ohio John E. Lytle Albert Jayne Henry Lemmon	Sales Salesman Salesman
HEIN-WERNER CORPORATION	Booth 184-185	KERKLING & COMPANY	Booth 122
Waukesha, Wis. — White Plaza Hotel G. G. Hein R. J. Raht Caphton & McEvoy	President Sales Manager Manufacturers Agents	Burbank, Calif. — White Plaza Hotel Joe C. Copeland Julian Holloway Richard Fisher R. M. Cate	District Manager District Manager Technical Engineer Advertising Manager
HERBRAND DIVISION	Booth 71-72-73		
Fremont, Ohio — Gunter Hotel R. W. Kerr A. R. Said Coleman O'Shaughnessy H. A. Wood J. S. Connell H. S. Clark	V. Pres. & Gen. Mgr. V. Pres. & Dir. of Sales Director Sales Planning Manager Customer Relations S. W. Representative S. E. Representative		
THE HINSON MFG. CO.	Booth 122		
Waterloo, Iowa — Blue Bonnet Hotel Rudy Copeland, Jr. H. D. Leights	Territorial Representative Sales Manager		

KESTER SOLDER COMPANY	Booth 138	MARQUETTE MFG. CO., INC.	Booth 289 290-291
<i>Chicago, Ill. — Robert E. Lee Hotel</i>		<i>Minneapolis, Minn. — White Plaza Hotel</i>	
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L. & G. BEARING COMPANY	Booth 190	METAL ENGINEERING COMPANY	Booth 77
<i>Dallas, Texas — Plaza Hotel</i>		<i>Plano, Ill. — St. Anthony Hotel</i>	
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LAMSON & SESSIONS COMPANY	Booth 83B	MONROE AUTO EQUIP. CO.	Booth 116-117-118
<i>Cleveland, Ohio</i>		<i>Monroe, Mich.</i>	
John W. Lovelady Earl McClure	Representative Representative	C. S. McIntyre J. E. Bickel W. M. Clark James Jameson	Vice President Sales Sales Mgr., Parts Acc. Assistant Sales Manager Sales Engineer
K. O. LEE COMPANY	Booth 34-35	MOOG INDUSTRIES, INC.	Booth 173-174-175
<i>Aberdeen, S. D.</i>		<i>St. Louis, Mo. — Plaza Hotel</i>	
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LEMPCO PRODUCTS, INC.	Booth 285-286-316A	NATIONAL AIR SANDER, INC.	Booth 17
<i>Bedford, Ohio</i>		<i>Rockford, Ill. — Plaza Hotel</i>	
Paul A. Varley George F. Nifong Robert Peel L. J. Tolbert Charles M. Nettles Stan Longdon Richard Hean B. A. Kline Henry M. Hill E. G. Walton	Regional Manager Sales Engineer Sales Engineer Sales Engineer Sales Engineer Sales Engineer Sales Engineer Sales Engineer Sales Engineer Sales Engineer	F. B. Heffran	Sales Manager
LINCOLN ENGINEERING CO.	Booth 142-143-144	NATKIN & COMPANY	Booth 187
<i>St. Louis, Mo. — Plaza Hotel</i>		<i>St. Louis, Mo.</i>	
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LINK-BELT COMPANY	Booth 65	NEAPCO PRODUCTS, INC.	Booth 59
<i>Indianapolis, Ind. — Plaza Hotel</i>		<i>Pottstown, Pa. — St. Anthony Hotel</i>	
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LISLE CORPORATION	Booth 18-19	C. E. NIEHOFF & COMPANY	Booth 275-276
<i>Clarinda, Iowa — Plaza Hotel</i>		<i>Chicago, Ill. — Menger Hotel</i>	
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LYNCH CORPORATION	Booth 260-261	NOBLITT-SPARKS INDUSTRIES, INC.	Booth 9-10
<i>Toledo, Ohio — The Plaza Hotel</i>		<i>Columbus, Ind. — Plaza Hotel</i>	
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MCALLEN MFG. COMPANY	Booth 62	NOERA MANUFACTURING CO., DIV.	Booth 119
<i>Rochester, Mich. — Robert E. Lee Hotel</i>		<i>Waterbury, Conn. — Blue Bonnet Hotel</i>	
Joseph H. Toplon W. Frank Russell Co. John D. Wood Conway Major W. H. Rehwinkel	Sales Manager Sales Representative	John A. Murmaje F. R. Eggle Nate Bradley Ross LaPrelle	Factory Manager
McCOLPIN-CHRISTIE CORP., LTD.	Booth 57	OIL-DRI CORPORATION OF AMERICA	Booth 11A
<i>Los Angeles, Calif. — Gunter Hotel</i>		<i>Chicago, Ill.</i>	
R. F. Sanderson R. L. McDonald	Salesman Salesman	Harold Howland	District Manager
MAREMONT AUTO. PROD. INC.	Booth 243-244	P & C HAND FORGED TOOL CO.	Booth 232
<i>Chicago, Ill. — St. Anthony Hotel</i>		<i>Milwaukie, Oregon</i>	
C. A. Klaus S. M. Kennedy R. M. Pore D. C. Wilkinson S. N. Steed	Director of Sales Assistant Director of Sales District Manager District Manager District Manager		
P & D MANUFACTURING COMPANY	Booth 84-85	Long Island City, N. Y. — St. Anthony Hotel	
<i>Long Island City, N. Y. — St. Anthony Hotel</i>		C. S. Rogers Gerald Piffath B. B. Burk C. I. Lamoreaux W. J. Edwards D. E. Smith	General Manager Asst. Gen. Mgr. District Manager District Manager District Manager Field Manager

PARK CHEMICAL COMPANY	Booth 256	D. E. Cunningham I. T. Giocchio W. E. Hannah A. C. Kerr D. T. McGlasson J. A. West H. Willis	Marketing Supervisor Southwestern District Mgr. Sales Representative Sales Representative Sales Representative Sales Representative Sales Representative
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CHARLES PECKAT MFG. CO.	Booth 186		
<i>Maywood, Ill.</i> William A. Mueller Gordon Cameron Don M. Caphton John McEvoy Gordon Barratt	President Sales Manager Representative Representative Representative		
PERMATEX COMPANY, INC.	Booth 139-140		
<i>Brooklyn, N. Y. — St. Anthony Hotel</i> Henry J. Enders Henry Stein Hugo Hausmann William Kyle Harry Bradberry E. D. Silk	Vice President-Sales		
PETERS & RUSSELL, INC.	Booth 89-90		
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PETERSEN MFG. CO., INC.	Booth 307		
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PETerson WELDING LAB., INC.	Booth 26		
<i>Kansas City, Mo.</i> Delmont R. Peterson	President		
PETROLEUM SOLVENTS CORPORATION	Booth 75		
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PRACTICAL PRODUCTS COMPANY	Booth 252		
<i>Minneapolis, Minn.</i>			
PRECISION AUTO. COMPONENTS CO.	Booth 64		
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R & L MANUFACTURING COMPANY	Booth 40		
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R V JACK CORPORATION	Booth 78		
<i>Arcade, N. Y. — St. Anthony Hotel</i> F. A. Graham T. H. Thatcher R. H. Wixson	President Sales Manager Vice President		
THE RAYBESTOS DIVISION	Booth 238-239		
<i>Stratford, Conn. — St. Anthony Hotel</i> J. L. McGovern, Jr. H. B. Kalagher	Replacement Sales Mgr. Rubber Products Manager		
D. E. Cunningham I. T. Giocchio W. E. Hannah A. C. Kerr D. T. McGlasson J. A. West H. Willis	Marketing Supervisor Southwestern District Mgr. Sales Representative Sales Representative Sales Representative Sales Representative Sales Representative		
ROTARY LIFT COMPANY	Booth 4		
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RUST MASTER CHEMICAL COMPANY	Booth 250		
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A. SCHRADER'S SON	Booth 310		
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SCHROEDER & TREMAYNE, INC.	Booth 120		
<i>St. Louis, Mo. — White Plaza Hotel</i> Jack Schroeder Bob Border	Vice President Southwestern Representative		
THE SHERWIN-WILLIAMS CO.	Booth 12		
<i>Cleveland, Ohio — Plaza Hotel</i> E. W. Windsor E. T. Evenson J. C. McCord R. C. Hall Vance C. Francis L. R. Payne W. S. Schable G. P. Herndon J. C. Hustmyre	Sales Mgr., Automotive Div. Zone Manager Sales Representative Sales Representative Sales Representative Sales Representative Mgr., Dallas Branch Mgt., New Orleans Branch Sales Representative		
SHUR-GLOSS MANUFACTURING CO.	Booth 88		
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SHURHIT PRODUCTS, INC.	Booth 287		
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SIMONDS ABRASIVE CO.	Booth 305		
<i>Philadelphia, Pa.</i> Neal Greenfield Joe Elsby Bob Lee G. B. Greenfield	Manufacturers' Agent Manufacturers' Agent Manufacturers' Agent Manufacturers' Agent		
SIMONDS SAW & STEEL COMPANY	Booth 306		
<i>Fitchburg, Mass. — Crockett Hotel</i> Neal Greenfield Joe Elsby Bob Lee G. B. Greenfield	Manufacturers' Agent Manufacturers' Agent Manufacturers' Agent Manufacturers' Agent		
SKILSAW, INC.	Booth 240-241		
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P. SORENSEN MFG. CO. INC.	Booth 11		
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SOUTHERN AUTOMOTIVE JOURNAL	Booth 63		
<i>Atlanta, Georgia — St. Anthony Hotel</i> W. J. Rooke A. F. Roberts E. A. McGinty Baron Creager	President Business Manager Western Manager Southwestern Manager		

SOUTHERN WASTE MATERIAL CO., INC.	Booth 301	THE TURNER BRASS WORKS	Booth 248
Dallas, Texas		Sycamore, Ill.	
SPARK-O-LINER CORPORATION	Booth 93	Wvyl T. Williams	S. W. Representative
Minneapolis, Minn. — Gunter Hotel		TUTHILL SPRING COMPANY	Booth 103
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Bob Givens	Territory Representative	Frank J. Parker	Field Representative
Walt Frazier	Territory Representative	Fred Fowler	Representative
Harley Wiley	Territory Representative	UNIT PARTS COMPANY	Booth 253
Bob Duncan	Territory Representative	Oklahoma City, Okla. — Robert E. Lee Hotel	
R. W. Gilchrist	Territory Representative	J. W. Boulton	General Manager
SPARTON AUTOMOTIVE DIVISION	Booth 74B	H. B. Smith	Sales Manager
Jackson, Mich. — Plaza Hotel		L. D. Roberts	Territory Salesman
J. J. Bigelow	Sales Manager	UNITED SPECIALTIES COMPANY	Booth 245
B. M. Vaughn		Chicago, Ill. — White Plaza Hotel	
Gran W. Elder		J. M. Ravenna	Territorial Representative
B. B. Hill		M. T. Moler	Advertising Manager
T. A. Kitchens		THE U. S. AIR COMPRESSOR CO.	Booth 246-247
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SPEDDY MFG. & SALES CO., INC.	Booth 20A	E. G. Schaeffer	Assistant Sales Manager
Cicero, Ill. — St. Anthony Hotel		D. L. Shore	Engineer
David G. Collins	Sales Manager	S. D. Bowles	District Representative
Jack R. DeBacher	Vice President	VAN CLEEF BROTHERS INC.	Booth 91
J. W. Lovelady	Manufacturers' Rep.	Chicago, Ill.	
SPEDDY MFG. & SALES CO., INC.	Booth 20A	Frank Hagerty	
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V. J. Duncan	General Manager	W. A. Frazier	Sales Engineer
John M. Lochridge, Jr.	Representative	K. L. Pendleton	Sales Engineer
Tom W. Ford	Representative	R. T. Johnston	Sales Engineer
Homer Taylor	Representative	J. F. Apsey, Jr.	Advertising Manager
STANDARD MOTOR PROD. INC.	Booth 199-200-201	VAN NORMAN COMPANY	Booth 130-131-148-149
Long Island City, N. Y.		Springfield, Mass. — Gunter Hotel	
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B. Fife	G. Mgr., Hygrade Prod. Div	John M. McKinney	Division Manager
Steve J. Hall	Mid West Reg. Sales Mgr.	H. P. Forest	Division Manager
Leo Stark	Pacific Coast Reg. Sales Mgr.	Clarence E. Raymond	Division Manager
Al Schortic	District Manager	S. J. Szabon	Service Engineer
Gene Fox	District Manager	VANTOOL, INC.	Booth 13
Immie Turner	District Manager	Philadelphia, Pa.	
Ken Sussan	Field Representative	Alfred Leith	General Manager
Ed Plamas	Field Engineer	H. E. Stuchell	Sales Manager
STORM-VULCAN INC.	Booth 27-28-29	VICTOR MFG. & GASKET COMPANY.	Booth 43
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L. D. Tuttle	Chairman of Board	R. T. Freeman	Territorial Representative
T. L. Kidd	General Sales Manager	H. W. Rutherford	Territorial Representative
Phil Scarborough	Pro. Sales Mgr.	VIS-O-SHADE CORPORATION	Booth 259
Lester Barnett	Service Manager	Chicago, Ill.	
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St. Louis, Mo. — White Plaza Hotel		Wm. Van Don	Ast. Sales Manager
P. L. Robertson	Auto Distribution Mgr.	Ed Shipp	Factory Representative
R. O. Neatherly	Field Service Engineer	Gordon Payne	Factory Representative
W. P. Best	Field Service Engineer	Frank Libby	Factory Representative
R. W. McQuiston	Field Service Engineer	Frank Libby, Jr.	Factory Representative
N. H. Hale	Advertising Manager	VITALIC BATTERY COMPANY INC.	Booth 151-152
A. Del Pico	Field Service Engineer	Chicago, Ill.	
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C. A. Leas	District Manager	C. Watkins	Sales Department
T. McLennan	District Manager	Fred Grimes	Sales Department
J. A. Leadem	Service Representative	WAGNER ELECTRIC CORPORATION	Booth 233-234
M. E. Wilson	Service Representative	St. Louis, Mo. — Gunter Hotel	
THE TIMKEN ROLLER BEARING CO.	Booth 47-48	Fred Fisher	Manager Dallas Branch
Canton, Ohio		B. M. Moncrief	Salesman
F. H. Austin		E. H. Hartis	Salesman
W. J. Spies		W. H. Hartis	Salesman
G. T. Humphrey		WALKER MFG. OF WIS.	Booth 215-216-217-282-283-284
J. M. Mecklin		Racine, Wis. — St. Anthony Hotel	
F. C. Parry		T. Faxon Hall	Sales Promotion Manager
J. H. Pitts		Robert Archer	Manager, Filter Sales
R. A. Simons		Everett George	District Manager
TRICO PRODUCTS CORPORATION	Booth 159-160	Joe Blaine	District Manager
Buffalo, N. Y.		TUNG-SOL LAMP WORKS INC.	
W. W. Bruster	Territory Representative	Newark, N. J. — St. Anthony Hotel	
N. D. Maness	Territory Representative	S. R. Dawson	Sales Promotion Manager
TUNG-SOL LAMP WORKS INC.	Booth 11B	Mose Branum	Manager, Filter Sales
Newark, N. J. — St. Anthony Hotel		Jim Spencer	District Manager
			District Manager

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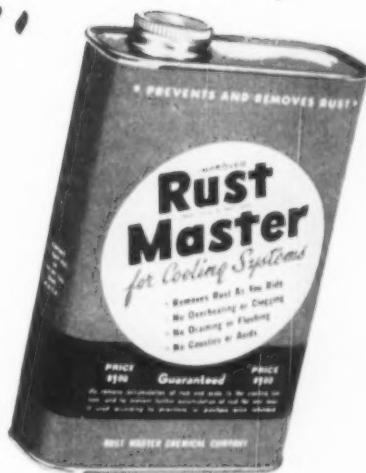
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SHORT CAR PROFITS

Atlanta, Ga.
Dear Bill:

The question of operating dealerships with short car profits has come up so frequently in my talks with visiting out-of-town dealers that I thought I would write you and see if you have any opinions that might be

worth hearing about.

A small visiting dealer recently asked me for some advice, and in checking into his sales for the past three months I soon found out that while he was selling a nice number of cars in his community his gross profit per deal was running at about \$100 per car. I immediately pointed on this short profit operation, but he

A column of informal comments about the automotive trade and its problems.

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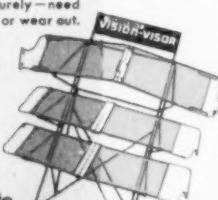
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immediately defended himself by saying that he had always operated on that basis before the war and had always made good money. Since he did not have any statements with him at the time, we could not make any comparisons of his operation, but I asked him to go home and just check on his overhead prewar compared with today, as I thought he would quickly find out why he was losing money.

It turned out that he had never thought of this phase, and when he checked into it he called me up and stated that he did discover that his present overhead was more than three times what it had been prewar.

I was amazed that a dealer who had been in business as long as this one never gave any consideration as to how much it was costing him to handle each car that went through his place of business. In this particular case, when he figured on this basis he soon discovered that he had to make about \$200 gross to break even and \$300 gross per car to make any satisfactory profits. I am just wondering if there are any other dealers, small or large, who are not yet aware of the fact that they can't go around selling new cars for such short profits and expect to make any money. If many such dealers do exist around this part of the world, I am afraid that a year from now you will see a lot of dealers going out of business.

As you well know, I have always operated on a volume basis and in tend to keep on doing so. Under present conditions, however, with overhead being what it is, we have had to forget completely anything that was done before Pearl Harbor, and we have of course established a "floor" beyond which we cannot add value on any car or we will wind up showing a loss instead of the desired profit. This floor, as I call it, is just about three times the amount of money that it used to be before the war.

Another thing that I think most dealers should consider when trading for an automobile is the cash market

BRAKE BUSINESS is BIG BUSINESS when you sell

Raybestos

When you sell Raybestos, you're in business with America's biggest selling brake lining. Here's why: Raybestos, with the greatest original equipment experience in the industry, has always provided its dealers with linings that can be sold with complete confidence . . . linings *proving ground tested*. They provide the correct combination of linings . . . selected from seven different types . . . for each make and model of vehicle. And Raybestos has always backed up its dealers with full factory cooperation.



Raybestos

The RayBestos Division of

RAYBESTOS-MANHATTAN, INC., Bridgeport, Conn.

America's Biggest Selling BRAKE LINING



RAYBESTOS-MANHATTAN, INC. Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Radiator Hose • Fan Belts • Mechanical Rubber Products • Rubber Covered Equipment • Packings • Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

wholesale value of the trade in so that in studying costs they are not misled by the hoped-for retail sale of the used-car trade-in.

Nobody ever knows what a used car will sell for, but any dealer can quickly establish the wholesale value of the used car by getting two or three bids from established used-car dealers. When this wholesale price is established, it is an easy matter to determine just how far you can go in cutting the price on a new car. When that is done, the dealer has a guide and a "stop signal" which tells him

that he cannot allow one penny more and break even on that delivery. I find that this subject comes up more and more often, and if you have any ideas that you may have gathered from other dealers on this matter I would be happy to hear from you.

JOHN H. LANDER,

President,

Victory Motors, Inc.

You've touched on a timely subject here, certainly, John, and these columns are open for replies from your fellow dealers. Operating one of the biggest Dodge dealerships in the na-



Mr. Lander

P is for Pyroil — lubrication's best friend

Your car's protection, so little to spend

R is for Riding with a motor that's singing

O is for Oil. Pyroil helps to keep clinging

I is Insurance against rust and drain

L is for Long, Lasting miles you will gain

Pyroil the perfect partner

for lubrication, because it gives oil the property of clinging to metal surfaces at all times.

Add Pyroil — Add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil. Aircraft Pyroil A for gasoline.

GIVEN! An attractive Pyroil metal savings bank — takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking — sent postage paid.



PYROIL COMPANY

330 Main Street

La Crosse, Wisconsin

Canadian Distributors
Central Purchasing
Agency, Ltd.
Toronto, Ontario

Southeast
The MacPhail Company
322 E. 5th Street
Charlotte, North Carolina

P — is for Pyroil and profits galore

Y — Your best bet for sales that soar

R — Regular customers and new ones too

O — Only Pyroil does that for you

I — It's like Insurance and that's real good

L — Letter us, Air Mail. We wish you would

Pyroil A Demand Product

has been nationally advertised in leading publications continuously since 1932 — plus radio advertising in major markets.

Let a factory representative tell you the complete merchandising and promotion program.



Southern Representatives

Southwest
Hines-Frazier Company
807 Cotton Exchange Building
Dallas, Texas

tion, you have spoken from a firm foundation based on experience.

SOME 1950 FIGURING

Melbourne, Fla.

Gentlemen:

In re "Spotlighting the News" in the February issue and how mad the public can get.

I don't know the answer. However, it should be pointed out to the customer that the old system of trading his old car and \$250 is still okay on a \$1,000 automobile. \$250 represents 25 per cent of the purchase price. On today's \$2,000 car, 25 per cent represents \$500. Since most everything is double, he should not object to trading on the same basis per dollar he used in 1941, no?

T. R. BENNETT,

Bennett Motors,

(Oldsmobile-GMC Trucks)

Why do so many customers allow for this correct figuring on everything but motor vehicles?

A 15c START

If you had 15 cents completely unencumbered, what could you do with it?

G. C. Thomas, who started as a country boy with 15 cents in 1908, has done a lot. He left his farm home near Winston-Salem at the age of 22 to build what is one of the finest automotive sales and service plants in the Southeast today. The pictorial proof can be found on page 6.

His creed is:

Believe in yourself.

Believe in humanity.

Believe in the success of your undertakings.

Eat nothing and no one.

Love your work.

Work, hope, trust.

Keep in touch with today.



**NEED A TOOL?
Phone Your
Jobber!**



From Adjustable Wrenches to Zerk Fitting Tools . . . from Sockets to Stud Extractors . . . any and every NEW BRITAIN TOOL you'll ever need is no further away than a phone call to your NAPA Jobber! You can depend upon him for a good, diversified stock and immediate delivery. And, you can depend upon famous NEW BRITAIN quality for Tools to tackle your toughest jobs. So, don't wait when you need Tools! Order NEW BRITAIN by PHONE—the right Tools are right there—at your fingertips. The New Britain Machine Co., New Britain, Conn.

New Britain

GREATER STRENGTH • BETTER FIT **HAND TOOLS**

"Teach yourself to be practical and up-to-date and sensible."

"You can not fail."
"Can you, Mr. Reader, beat this?"

SOUTHERN ATTACHMENT

B. D. McIntyre, the affable president and general manager of Monroe Auto Equipment Co., is cutting a pretty big swath among Georgia folks. He and his brothers own a 5,000-acre plantation in southwestern Georgia where for the past five years some

1,200 head of white-faced cattle have been raised for the market. His Michigan company makes, among other things, attachments for use with farm tractors and it would seem that Georgians are forming attachments for him, 'cause recently he was the guest of honor and featured speaker at a joint meeting of the Hartwell Chamber of Commerce and several service clubs of that agreeable community. Feb. 2 was designated "McIntyre Day" there.

The late Henry Ford also found Georgia's soil worth his attention.

*BAMA PIX GO OVER

Alexander City, Ala.

Dear Sir:

We would like to thank you for the nice write-up and pictures of our building which you ran in your January issue. We appreciate this and thank you very much.

William Hodo Motors,
William Hodo, Owner

HARD-HITTING MEN!

Rocky Mount, N. C.

Gentlemen:

We are enclosing photo of two of our employees here at Rocky Mount. To the left is Mr. W. G. Bryant, assistant floor manager and one of the few No. 1 countermen in the auto-



mobile business. To the right is Dick Linding, stock man. Both of these gentlemen are hard-hitting employees and the sky is the limit.

The Auto Equipment Co.,
By J. D. WISSTAD,

We're always happy to print in cluds, of which there just aren't enough for anyone!

"A WONDERFUL PART"

Jackson, Miss.

Dear Sir:

We like the SOUTHERN AUTOMOTIVE JOURNAL better than any automobile magazine we have ever received. The Time Saver section is a wonderful part. I'm enclosing some ideas and will try to send more later.

SILEON FARNER,
West End Garage,
2225 West Capt Street

WANTED: A "BUYERS' GUIDE"

Montgomery, Ala.

Dear Bill:

Some time ago I received a letter, either from you or from Fritz Roberts, which appeared to be a form letter asking for suggestions with re-

NEW SUPER CUSHION SHOCK ABSORBERS

for FRONTS of
CHRYSLER DESOTO
1938-1950
DODGE PLYMOUTH
1939-1950

**AMAZING ENGINEERING ACHIEVEMENT
COMBINES HIGH POWER CONTROL
WITH LOW PRESSURE ACTION**

• Here is the answer to troublesome ride control of Chrysler make cars. Chrysler make cars, using short stroke shock absorbers on front installations, need extra power to control spring compression and rebound. New Gabriel Super Cushions give heavy duty control, uniform year-round smooth riding, without harshness.

Tested and proven over thousands of installations, Gabriel's new Super Cushions turn complaints into compliments.

Build your business with happy, satisfied customers. Install Gabriel Super Cushions. Sold by your auto parts jobber.

HEAVY DUTY	LOWER OPERATING PRESSURE
OVERSIZE	LONGER LIFE
14% LARGER CAPACITY	SMOOTHER RIDING

**COSTS NO MORE THAN
ORDINARY SHOCK ABSORBERS**



GABRIEL

SUPER CUSHION

THE GABRIEL COMPANY • 1523 E. 45th St., Cleveland, Ohio

A NEW PRICE TAG THAT GIVES YOU **MORE PROFIT**



KLEEN-FRESH CLEANS
Powerful acid-type cleaner dissolves rust, scale, sludge and corrosion. No reverse flushing needed. Conditioner neutralizes acidic action.



RUSTOP PROTECTS
Both a rust preventive and waterpump lubricant! A soluble oil-type product with extremely effective anti-rust properties. Excellent lubricant for sealed waterpump systems.



INSTANT SEALER SEALS
Seeps into all places where leaks occur, and seals leak solidly even after water is drained out. Will not clog or harm cooling system in any way.



KLEAR-FLO FLUSHES
For use where a non-acidic radiator cleaner is preferred. KLEAR-FLO quickly dissolves rust and scale. 1/4 of contents of can can be used as rust preventive after flushing.

**EXTRA 16 2/3%
DISCOUNT**

ON WHIZ RADIATOR PRODUCTS

WHIZ DEAL NO. 50-R

Buy 4 dozen of these fast-selling radiator specialties, in any assortment of full cases and receive an extra 16 2/3% discount beyond regular dealer costs. Deal applies to full cases only.

Take advantage of this timely Whiz offer and be ready for Spring radiator service business. You can have a complete and extra-profitable line of radiator chemicals—each one a top-quality Whiz product.

Here are the special prices of DEAL NO. 50-R:

Product	Dozen per case	List price each	Regular case price	Special case price
Kleen-Flush	2	\$1.10	\$15.84	\$13.72
Rustop	2	1.00	14.40	12.72
Instant Sealer	2	.60	8.64	7.20
Klear-Flo Flush	1	.75	5.40	4.10

Get your supply now. Call your WHIZ jobber or write direct!



R. M. HOLLINGSHEAD CORPORATION • Camden 2, New Jersey
Canadian Offices: Toronto • Warehouses: Dallas, San Francisco, Chicago

spect to the improvement of your publication. May I submit a suggestion?

I have heard a number of jobbers say that they wish they had a "buyers' guide," especially of the firms with headquarters in the southeastern states. Frequently a purchasing agent wants to order something, we will say, from a firm in Atlanta, and it takes him 15 minutes to find the correct street address of said firm. One of the members was in my office yesterday and suggested that we prepare such a guide. I immediately thought

of you and am passing the suggestion quickly on to you accordingly.

One of the trade papers in the dry cleaning industry used to send out a buyers' guide each fall that was made up very similar to the classified telephone directory. The names of the firms were listed in alphabetical order in the columns, and the display space was subscribed to and paid for by the manufacturers. These manufacturers and distributors would use the display space for a listing of the various products their firm handled. With such a guide, a purchasing agent could

quickly find the name and street address and telephone number of any warehouse in the district.

It is only a suggestion, and I am passing it on to you for what it might be worth.

NATHAN M. ROBERTS,
Executive Secretary,
Automotive Wholesalers'
Association of Alabama

We publish one every now and then, Nate, and we're sending you a copy of our latest. We may have enough left for your members, if you should want 'em.

Anyhow, I want a few."

NASH DEALER SCORES

Greenville, S. C.

Dear Sir:

Please send five copies of the January, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL. Also advise us if you have any reprints of the article on page 65, "Three Pronged Policy Moves Our Cars."

F. C. FLEMING,
Home Finance Co.

Nash Dealer Leslie of Greenville should feel complimented. His factory recently complimented him, too, by mentioning in its magazine his outstanding new-car sales record. It's an exceptional record.

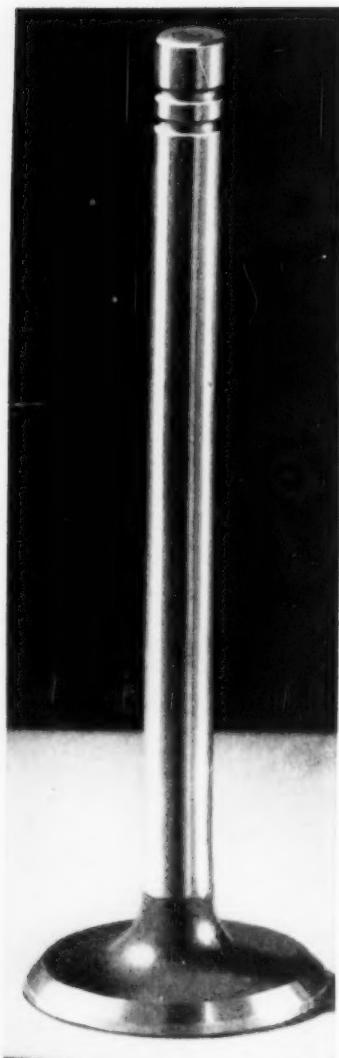
EZEKIEL SAW DE WHEEL!

Ezekiel, famed in song and story for seeing wheels, saw them not only in the air but on automobiles. He envisioned a vehicle with wheels, wings, human faces and features of animal and birds.

He was not the only Biblical prophet who had visions of the car. Nahum testified that "the chariots shall rage in the streets, they shall jostle against one another in the broad ways, they shall seem like torches, they shall run like lightnings."

Among the ancient Greeks the idea of a self-propelled vehicle appeared. In *The Iliad*, Homer tells how Vulcan set up an assembly line for three-wheeled chariots driven by an invisible force. Then he demonstrated them to the other gods in what might be called the first automobile show on record.

These are just a few of the unusual facts brought out in "The Story of the American Automobile" by Rudolph Anderson, editor of the National Automobile Dealers Association's monthly magazine. The book is available for \$3.75 from Public Affairs Press, 2153 Florida Ave., N. W., Washington 5, D. C.



Are valves really different?

No! (say your eyes) YES! (say the facts). Install Manley Valves — engineered for replacement service, a valves toughest job — and see for yourself. Manley Valve Corporation, Philadelphia 30, Pa., District Sales Representatives: Lawrence M. Hirsch Co., Jacksonville; J. S. Connell Co., Dallas.

MANLEY
Cochrane
VALVES



With Bendix-Eclipse Linings and Blocks, everybody is ahead of the game—your customers get miles and miles of extra road life with the smoothest, safest stops they have ever enjoyed—each sale means more sales, more jobs, bigger profits for you. That has been the pattern everywhere with dealers reporting amazing sales records. The reason? Benium, of course, and it's exclusive with Bendix Eclipse Linings and Blocks. Stock up today and start the ball rolling. You'll be glad you did because it means extra cash for everybody.

BENIUM® Heat-resisting material is the secret ingredient developed by the Marshall-Eclipse Division of Bendix and used exclusively in Eclipse brake linings and heavy-duty brake blocks.

Bendix Eclipse

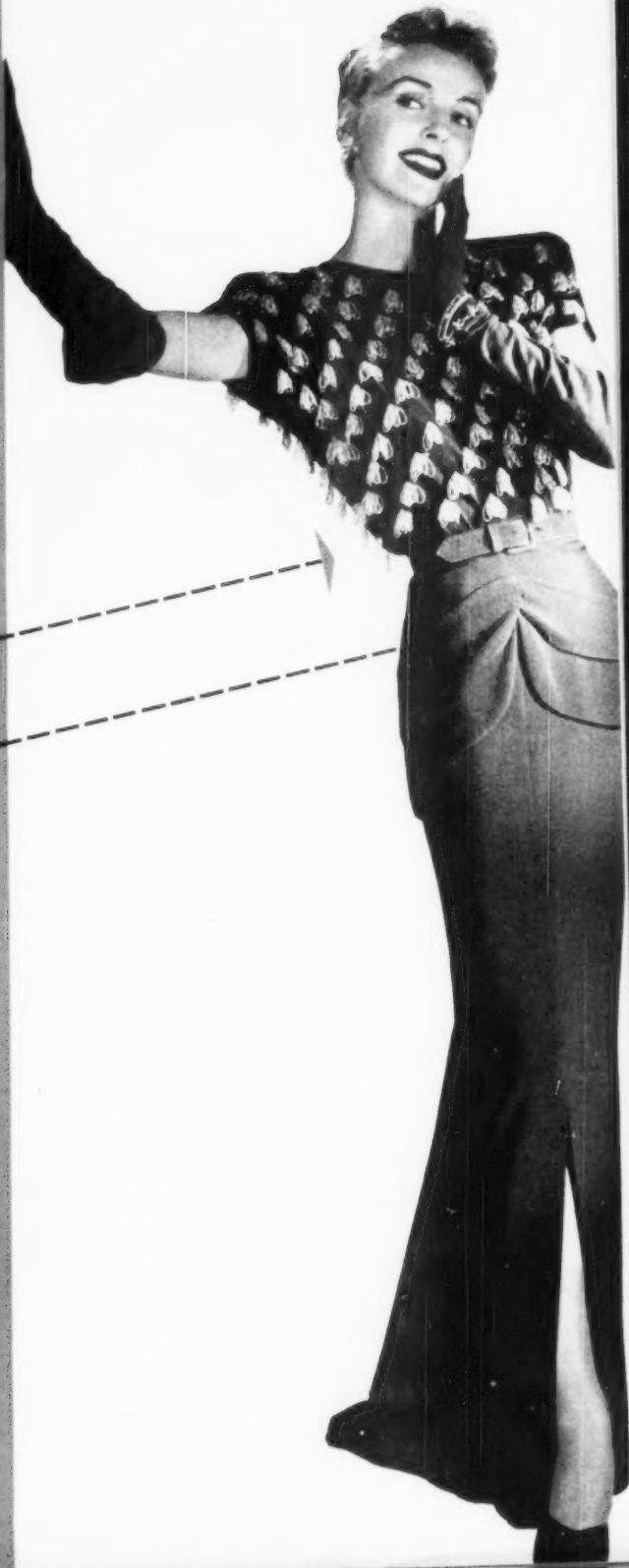
BRAKE LININGS and BLOCKS

PRODUCTS of
the Greatest Name in Braking!

MARSHALL-ECLIPSE DIVISION OF
TROY, NEW YORK



"smartest
package"





* *The NEW Auto-Lite*

Silver Line

SELLS on Sight...!

You'll find the new Auto-Lite "Silver Package" worth its weight in gold as it "sells up" your wire and cable sales for more profits and premium quality satisfaction. The Auto-Lite "Silver Line" is a complete line—Steelductor Spark Plug Wire, Flexi-strand primary wire, Auto-Lite Battery Cables with the new Anti-Corrodé Terminal that holds tight. Cut-to-length sets for all popular cars and the widest range of solderless terminals in the industry. Get in on the "Silver Package" profits. Write to:

THE ELECTRIC AUTO-LITE COMPANY

Merchandising Division

Toronto, Ontario

Toledo 1, Ohio

AVAILABLE TO ALL STOCKING DEALERS

Cash in on this new Auto-Lite "Silver Line" Wire and Cable program with this outstanding new Auto-Lite Steelductor Merchandiser. This big 25 $\frac{1}{2}$ " high, 14 $\frac{1}{2}$ " wide display in brilliant silver, red and blue colors will help spark sales and profit on your entire line. Get yours by ordering from an Auto-Lite Jobber today.



New Auto-Lite Battery Cable Wall Rack, 16 hooks, comes without extra cost on purchase of only \$14.95 worth of Auto-Lite Battery Cable.



A Lot More \$1,000 Cars? Crosley Gives His Answer

"BUILDING cars in the \$1,000 price range is one thing and we've built 70,000 of them. Announcing that you are going to build such a car or that you are tentatively considering it is quite another thing."

That was the comment by Powell Crosley, Jr., president of Crosley Motors, Inc., in regard to reports that

other manufacturers are coming out with a \$1,000 car.

"I have been reading these reports for several years now, and I think it significant that the Crosley car is still the only car in the \$1,000 price range on the road today," Crosley said.

There is some talk that cars in the

\$1,000 price range can be manufactured by using European parts, Crosley stated. "This kind of thinking," he said, "is based on the idea that Europeans are practically giving automotive parts away. But it has been my experience that European parts cost 25 to 35 per cent more delivered at the American assembly plant. Not too long ago, we canvassed European manufacturers to get prices on carburetors. The carburetors that were the equal of what we require in Crosley cars would cost us about 50 per cent more if bought in Europe," he said.

Comparing his car with the larger cars, Crosley had this to say: "The present size of the Crosley car seems to be just about right for the 70,000 who have bought them. After all, it is a four-passenger car. It has never claimed to be a six passenger motor vehicle."

Publicity Is "Interesting"

Publicity for new entries in the \$1,000 price field is interesting but sometimes regrettable, he said. Some of the people involved in these projects are quite sincere, but are unwilling or unable to realize that it takes a lot of engineering, plants, skilled workers, good management and millions of dollars to get into the automotive manufacturing field, he said. Others are using announcements of small cars to gain publicity, Crosley asserted.

"I say that this is regrettable because such reports cause many prospective buyers to hold off," he commented. "Instead of buying the car they are somewhat sold on, they say, 'I'm going to wait until the big super Whatzit comes out next year for only \$995.'"

"If the super Whatzit ever did come out, that might be better. But the point is the big super Whatzit stays up in the clouds where it started. This sort of thing postpones sales and creates an unfair picture of the industry's ability to deliver more for the dollar than is humanly possible with the present labor and material costs."

"In other words, with the yardstick of today's costs as compared with previous costs, it is just impossible to build a big car and sell it at the price of a small car."

Mobley Named in Greensboro

Host S. Mobley was installed as president of the Greensboro, N. C., Automobile Dealers Association at a recent dinner meeting. Harry D. Killett is vice-president and S. L. Stewart is secretary-treasurer.

They work together...



so do ROWLAND UNDERCHASSIS PARTS

• Rowland underchassis parts are designed to work together. They assure the smooth riding comfort your customers demand. Do a complete Rowland replacement parts job when the front is down. A tear down costs more than the parts. True economy for your customers—extra profits for you. William & Harvey Rowland, Inc., Frankford, Philadelphia 24, Pa.



ROWLAND SPRINGS

VIS-O-SHADE

Introduces World's Most Beautiful
Visor At a New Low Price of **\$22⁵⁰_{List}**

100%
CUT
OUT
CUSTO
M
VIS-O-SHADE

"**50**"
// **50**"

Today's Greatest Visor Buy!

COMPARE! See them all—then see the beautiful new
all-motor Vis-O-Shade Custom "50". Here's the visor
you want for 1950 profits! The sweetest visor ever de-
signed—steeper, trimmer—custom made to blend with
every body style! Fit every 1950 car! See the Custom
"50" in Booth 259. Now!

Liberal Discounts to jobbers and distributors

COMPARE! then see the new **VIS-O-SHADE** in

2430 SOUTH MICHIGAN AVE

CHICAGO 16, ILLINOIS

VIS-O-SHADE CORP.

BOOTH 259

SOUTHWEST AUTOMOTIVE SHOW
March 23-26 • San Antonio



LEAK-PROOF

PISTON
RINGS

REG. U. S. PAT. OFF.



BIGGEST

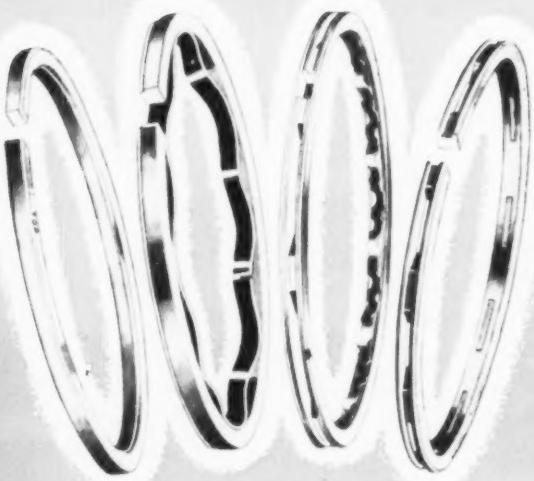
Headaches...

with

M. QUAY-NORRIS

LEAK-PROOF

PISTON RING SET



GET MAXIMUM SERVICE
EFFICIENT OPERATION
EVERY TIME!



LEAK-PROOF RINGS FOR BETTER JOBS!

REG. U. S. PAT. OFF.

ARE SCUFF-PROOFED RINGS

PISTON



PISTON FITTED WITH ORDINARY RINGS

1. Rings and piston scuffed and badly worn during break-in period.
 2. Rings have never seated.
 3. Proper sealing action of ring impossible due to worn surfaces.
 4. Effective ring operation impaired.
- The ring condition not only affected the rings but extended into the piston so that the whole assembly could not give proper service.

PISTON FITTED WITH **LEAK-PROOF** ALTINIZED RINGS

1. Rings and piston show slightest possible scuffing and wear during break-in period.
 2. Rings seating properly.
 3. Positive sealing action of rings due to fine bearing surface — Altinized finish.
 4. Successful ring operation due to lack of scuffing and premature wear; proper seating of rings, and positive sealing action.
- Because the rings were not scuffed the piston has not been affected, and the assembly operated efficiently.

EXCLUSIVE ALTINIZING PROCESS DOES THE TRICK!

Altinizing is an exclusive process developed by McQuay-Norris whereby a tin coating is electrically applied to the outside of the ring to make LEAK-PROOF Piston Rings wear 33½% longer . . . Only LEAK-PROOF Piston Rings are Altinized.



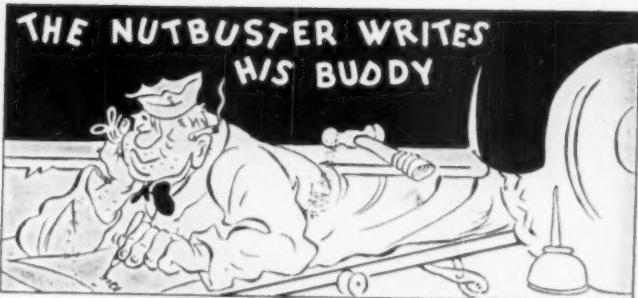
McQUAY-NORRIS

MANUFACTURING COMPANY
SAINT LOUIS 10, MISSOURI

Dear Bill:

The weather and other things being equal, we should have one of our biggest spring tune up sessions. We've been sending out our mailings alphabetically, and only a few letters at a time, to avoid the rush we got last year. We're all organized so the line can catch the extra work turned up by the lubrication and tune up department. The service salesmen get the authorization from the customers by phone.

Since the work in the heavy repair departments has been light, we'll not



only be able to take care of a good bit of extra work, but will be glad to have it.

We've kept our brake department hopping so far. That old reduced price on the wheel pack turns up plenty of worn linings, and we're set to take care of any of them in a hurry - brake drum lathe, bonding oven and all.

The customers haven't been so ready to take us up on engine jobs when the compression is found too low for a tune up. A lot of them are planning on a new car, and feel that they can't pick up the price of the job in a trade. This is a little different situation than we've had for the last few years. But actually, in the present market, they don't have to spend very much on a prewar car to equal its value. But they still have to keep the steering and brakes good, regardless of value.

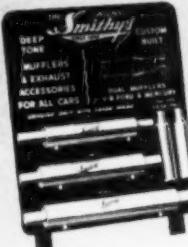
For some reason we let our light testing equipment go idle in the last few years, probably because the sealed beams show a pretty good beam, regardless of condition. This year we are again running the testing stations in three stalls, and the results have been surprising. A large percentage of the lamps tested were weak or out of adjustment. As a matter of fact we've installed a number of headlight relays on fairly late model cars to give them decent illumination. In this state they only check to see if the lights come on during the official examination period. They'd be surprised at the directions of the beams and their intensity if they checked more closely. It makes for good business if you do.

We're doing a little assembly line painting in the body shop for the next few weeks. There's a lot of work to be done in this line if you can get the price right. We made a special price for this month only that's a good deal below average, but when you can run them through like we are now, we make a better profit than when we turn out only one or two a day—or week. We always tol-



Your selling features are:

- Straight thru type — all steel construction
- Blow-out and leak proof • Back pressure reduced to a minimum • Dynamometer tested for increased horse-power, performance and gasoline economy • Deep tone



INVESTIGATE . . .

this money-making opportunity in Smithy's line of single and dual custom-built mufflers and exhaust accessories.

Display boards, folders, catalogs and newspaper mats available.

JOBBERS AND DISTRIBUTORS IN PRINCIPAL CITIES

Write for Catalog

Smithy's MUFFLER MFG. CO.

1718 Naud St., Los Angeles 12, Calif., Phone CAPitol 1-2193

Missing something, Mac?

Too bad you can't *charm* business and money your way. But there is one way to perform sales magic. How? By adding extra volume from a high-profit replacement item you may be overlooking—shock absorbers.

Actually, selling shock absorbers is no trick—simply a matter of applying common sense, PLUS handling the No. 1 product—Monroe Airplane-Type Shock Absorbers, the top choice of auto engineers.

Four of every five cars you service are good shock absorber prospects. Stop missing the volume offered by this big untapped market. Start cashing in now, with Monroe Shock Absorbers.

AS ADVERTISED IN THE POST
MARCH 25 & APRIL 29



MORE MONROE SHOCK ABSORBER ADS IN "THE SATURDAY EVENING POST"

Two more Monroe Shock Absorber advertisements—coming up in "The Saturday Evening Post"—will make many motorists new sales prospects for shock absorbers.

Other new Monroe sales boosters include: the Wall Chart; Window Poster; 20-page Monroe Shock Absorber Catalog; improved Monroe Shock Absorber Display Stand; Dealer Decal; Steering Wheel Cards; Light Stringer Cards; Reminder Postcards; Lapel Pins, and plenty of other valuable merchandising aids.

To get Monroe merchandising aids, see your jobber or write direct.

ATTENTION: See Monroe's Exhibit at the Southwest Automotive Show, March 25-26. Visit Booths 116, 117 & 118 at The Coliseum, San Antonio, Tex.



Monroe Shock Absorbers are standard equipment on more makes of new passenger cars than any other brand.

MONROE AUTO EQUIPMENT CO.

Monroe, Mich.—World's Largest Maker of Ride Control Products



low up with a salesman to sell seat covers after the paint job is paid for—if we couldn't sell them at the time. Appearance items can dovetail just like mechanical operations if properly handled.

We've thrown in a little special commission on shock-absorber sales during this spring special, and there has been some hearty shaking of bumpers around here. But we've sold a lot of shock absorbers, too.

A fine April Fool's Day to you!
Yrs.,

Ed

Spring Tune-Up Time (Continued from page 89)

both new cars and old. In the new Chrysler line and in Pontiac there is a resistor built in the distributor cap and the Cadillac has a resistor in the rotor. Resistor plugs are original equipment on some cars and available for replacement on others.

When testing resistor-type plugs on your testing machine, the spark will appear very thin and purple when fired under air pressure, while conventional plugs have a heavy, blue

spark. This variation is due to the resistor in the plug and is not an indication of a defective plug. Be sure to check specifications to use the wider gap possible with these plugs.

The 1949 Buick models 50 and 70 use the 1110815 Delco-Remy distributor instead of the 1110801 used in previous models. The breaker plate tension is 11 to 18 ozs.

Delco coil No. 1115380 is used on Cadillac beginning in 1948, and a new distributor No. 1913162 is used beginning in 1949.

Since the ignition reversing feature was removed from all 1949 Chevrolets, distributor No. 1112553 is used, the same as used on those 1948 models not having the reversing unit. The larger 14-mm spark plug is used in the late Chevrolet.

The '49, eight-cylinder Oldsmobile uses a new distributor D.R. No. 1110814 and the 1949 Pontiacs have new distributor No. 1912884 on the six and No. 1912885 on the eight.

The 1950 Studebaker now use Delco-Remy ignition equipment exclusively, No. 1110220 distributor and No. 1115380 coil.

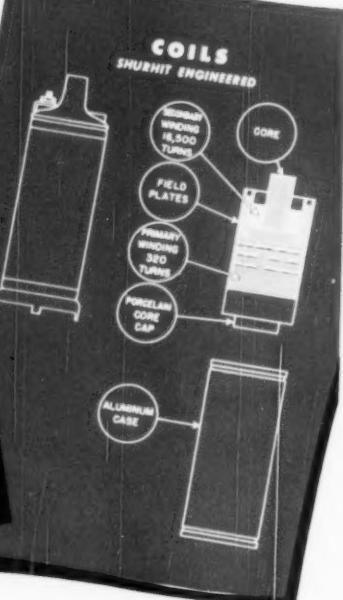
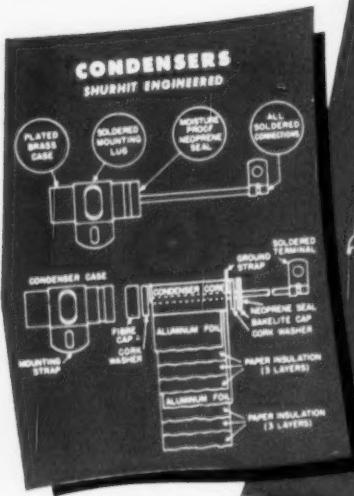
Vacuum Controls Advance

The 1948-49 Ford and Mercury cars are equipped with a distributor that has no centrifugal advance unit, all advance being controlled by the vacuum existing in the carburetor throat and venturi combination, rather than that in the manifold. For properly checking and adjusting this distributor a special vacuum gauge or "manometer" is required on the distributor testing machine. Each manufacturer of these machines has added this manometer to his new machines or makes them available for old machines now in service.

Both the P-17 and P-18 Plymouth cars incorporate the use of a high voltage and high-output coil and resistor-type spark plugs using a .035" gap. There is a 1 1/4" hole situated in the bottom of the improved distributor used on the Chrysler line to allow drainage and ventilation.

The new Delco-Remy center-bearing type breaker plate used in the distributor that is equipment on some late cars supersedes the type with the breaker plate supported by the three balls. The service procedure should be checked on the distributor before servicing it, for there are some differences in specifications. The movable breaker plate and support plate are not serviced separately and it is necessary to replace the entire breaker plate assembly if either part is damaged or worn. The pull required to move the breaker plate must not

Good ignition parts don't "just happen"!



Manufacturing "know how" is an important item in the ignition field. Shurhit's knowledge and experience results from 27 years as a manufacturer of quality ignition products.

Our staff of research and development engineers is constantly at work to bring you the best in ignition products.

Shurhit

SHURHIT PRODUCTS, INC. • WAUKEGAN, ILLINOIS

Visit our Booth No. 287

at the Southwest Automotive Show, March 23-26

San Antonio, Texas

MAKE YOUR WASH RACK PAY

It's New! Advance Century's White Sidewall Cleaner — Cleans 4 tires gleaming white in less than 5 minutes!

Here is an actual demonstration of how well this new cleaner works. You can make your wash rack pay by turning out more cars. No other cleaner cleans white sidewall tires as fast and as well as Advance Century's new White Sidewall Cleaner.

DOES NOT HARM HANDS

This new cleaner can be used safely. It does not harm hands or clothing.

**FREE
BRASS BRISTLE BRUSH
WITH EACH GALLON**



\$2.00 Per Gallon

Sold Only in Cans

No Glass Jars to Break

Your jobber guarantees this product



Here is an actual unretouched photo of the demonstration the Advance Century representative will give you. He will drive into your station, ask for a minute of your time and clean the dirtiest white sidewall tire on any car you have, in a few seconds. Send a postcard to the address below today and ask to see this demonstration. You must wash a number of cars a day to make your wash rack profitable. This new cleaner helps you turn out better wash jobs, much faster.

Make your wash rack pay with faster, better wash rack products.

ORDER FROM YOUR JOBBER TODAY
or send postcard for name of nearest jobber

Also use these other fine Advance Century Wash Rack Products: Black Tire Dressings — Pre-Wax Cleaner — Insect Remover — Car Washing Compound — Brown Floor Mat Dressing — Dual Cleaner.

ADVANCE CENTURY MFG. Co.
P. O. BOX 781 GREENVILLE 1, S. C.

be less than eight ounces or more than 16 ounces when completely assembled.

Some late model cars are equipped with oil-filled coils which are capable of longer service when operated at the higher average operating voltages in engines with high compression ratios and wide spark plug gaps. They should be mounted as nearly straight up as possible.

When any of the new units are encountered in service, the tune-up man should check on the service procedure and specifications for they

usually vary from the earlier and more familiar types. Improvements are gradual, so the mechanic can keep abreast of his job if he learns about each item as it comes into the picture.

Experience has shown that the gapping of breaker points after they have been in use enough to become worn is a ticklish operation. Mechanics who simply measure the gap with a feeler gauge were often surprised when the engine wouldn't operate properly at the specified setting they gave them. It is now recommended that when used points are to be gap-

ped, they should be set with a dial indicator to assure proper gap, since only the high points on a worn point govern the feeler setting, and may be several thousandths too wide. The dial indicator registers the actual amount of break. Whenever points are gapped on a distributor machine, the gap should also be measured by an instrument, and if it is closer than the minimum allowance, they should be given a wider gap to the minimum specified.

Electric Auto-Lite produces a "point guard" that can be used on any type system. It helps eliminate "blue points," the condition that occurs usually in cold weather when high current in the primary circuit forms a blue insulating tungsten oxide on the contact points of the distributor. The device is placed between the ignition switch and the coil or between the coil and distributor to control the flow of current through the points. Low temperature causes a decrease in electrical resistance of the primary system and this unit acts as a form of current regulator to decrease the abnormal and undesirable current increase at low engine speeds.

Safety-Seal Plan

(Continued from page 61)

car shop. We're infinitely proud of it. It makes a favorable impression on the customer seeing it for the first time. And this affords the opportunity for one of our service salesmen to conduct a tour through the shop and let the customer see the new equipment and our mechanics at work.

Upon the first safety check we instruct the car owner to return for periodic checks. At the time we may only get a small job—focusing headlights or perhaps replacing wiper blades. Again, we get a front end job, a brake job or an occasional overhead job.

The important thing is to get people coming in regularly. Soon they're regular customers. And the sales department of the business is going to benefit from this also when the customer gets around to buying his next car. A few newcar sales have materialized from this already.

Cadillac has built more than 1,000,000 cars since it was founded in 1902. A recent survey shows that 453,124 of them are still in service.

Rear automobile wheel ball bearings produced by the New Departure Division of General Motors are self-sealed and lubricated for life.

Introducing the J-8 "junior"...

Herbrand's
3/8" DRIVE
RATCH-A-DAPTOR
No. J-8



The great popularity of Herbrand's recently introduced $\frac{1}{2}$ " drive Ratch-A-Daptor has resulted in this new model J-8 to fit all $\frac{1}{4}$ " drive handles and sockets. It's the same exclusive Herbrand design, with simple ring shift for converting to right or left drive. The J-8 makes a ratchet extension when attached to any $\frac{1}{4}$ " drive T-handle, flex handle or extension handle.

No other adaptor on the market is as compact, strong and simple to handle. Made of extra tough alloy steel, heat treated, and sealed to keep out dirt and grit. It has 20 teeth for rugged strength, and holds securely at any position without dragging or backing off nut. Only $1\frac{1}{2}$ " wide, weight $5\frac{1}{2}$ ozs.

mechanics net \$3.45

See the new J-8
Ratch-A-Daptor
on the Tool-of-the-
Month display
board at your Her-
brand jobber. Or
write us for com-
plete details.



THE LID'S OFF!



FRAM CORPORATION, Providence 16, R.I.
In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.

NEXT MONTH the April 15th issue of Saturday Evening Post carries the powerful, colorful two-page spread on Complete Engine Protection to your neighborhood motorists! The April 22nd Collier's carries the same story in a big, full page! See your jobber now and stock up to cash in on the big demand these ads will build. Get your copies of Post and Collier's to see how Fram turns readers into buyers for you with these smashing ads featuring . . .

WESTERN UNION OPERATOR 25.



For Complete Engine Protection

FRAM

OIL-AIR-FUEL
FILTERS

Incentive Plan Works

(Continued from page 75)

That meant that a man holding 500 shares would get only an amount equal to 60 per cent of what the 500 were worth. You can see by the form reproduced on the first page of this article how we graded the employees.

This grading was done once a month. It takes from three to four hours. Every department-head assists in the grading. For illustration, our parts manager will grade the me-

chanics. This is to forestall a department head favoring an employee under him for one or many reasons.

When we adopted this plan, we began to get immediate results. When the employees were threatened with losing a portion of their shares through indifference or deliberate neglect, they wake up. They became alert. While this was effective, it was the negative approach. Again, we learned from costly experimentation. But we learned

Last year we included every em-

ployee but our new and used-car salesmen. This year we are taking them in, also.

Our new set-up started off January 1, 1950. Every employee with us on or before that date is a participant. But there will be no shares allotted. Each month the employees will be graded and they will earn points based on their attitude, productivity and personal appearance. Each man will, as now, get a copy of his grade-sheet that he can remind himself of his weak points and do something about them.

We found you just can't set up a plan and expect it to work itself out. If the management is lax about it, be assured the employees will adopt the same attitude.

It is an odd fact that after we jarred the employees loose from their complacent attitude, they all favor working and earning their profits.

Starting them off with a certain amount of points—even though each point or share had no predetermined value—failed to stir them. The fact they stood to lose points or shares of undetermined value meant something to them. The fact they had a certain number meant absolutely nothing. That was the wrong approach.

As for the actual employee dividends for the past year, that has not yet been determined as this article is being written. A conservative estimate shows that some of our employees will get well over a thousand dollars. We have one porter who will receive somewhere around \$250. This is double what the other porters will receive.

This one porter worked himself up to merit his reward. He's repeatedly asked for by our customers. They like his polite manner and the service will be handsomer than ever. When the customers voluntarily request a certain employee, you know that employee is valuable to the firm.

Our attempt is to have an entire personnel of this caliber. Now that the Employment crisis has passed, it is our desire to replace those now on our payroll who can't make a grade of 85 per cent consistently.

That, we feel, is the ultimate gain from adopting an incentive pay plan operation—the means to build a solid organization where labor and management cooperate for a common good.

Ten miles of single strand wiring and 3,500 feet of cable carrying between four and 16 circuits were needed to operate the cloverleaf automobile display, focus point of the General Motors show held in the grand ballroom of the Waldorf Astoria late in January in New York City.

BIGGEST VALUES FOR YOUR MONEY

KIMBLE 2 FOR 1 BATTERY TESTERS

Two sets of glass parts—give twice the service at a new low cost.

KIMBLE ANTI-FREEZE TESTER

Built tough. Supplied with extra float. Tests alcohol, methanol and ethylene glycol types of anti-freeze.

Rugged, extra-heavy, fully annealed glass parts.

High-quality, precision instruments.

Easy-to-read—quick—accurate.

KIMBLE GLASS TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company

SOUTHERN DISTRIBUTOR
LAWRENCE M. HIRSIG

SOUTHWESTERN DISTRIBUTOR
HIRSIG FRAZIER CO.



Famous double play combination, Tinker to Evers to Chance, that won for the Cubs in the early 1900's.

Frank Chance

Joe Tinker

Johnny Evers

WINNING COMBINATIONS

YOU
and
**UNITED MOTORS
LINES**

Your business takes on the advantages of a *winning combination* when you join forces with United Motors—and here's why. You get parts and products that are original equipment on the country's leading makes of cars, trucks and buses. You get sound merchandising support and accurate, up-to-the-minute service and parts data on old-model as well as current-model vehicles. It's a combination that can't be beat, so why not find out all about it? Talk to your United Motors distributor, or write directly to us.

UNITED MOTORS SERVICE

Division of General Motors Corporation
General Motors Building, Detroit 2, Michigan

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORAINE Engine Bearings
DELCO Radio Parts
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
NEW DEPARTURE
Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting,
Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes



Sales Promotion Job

(Continued from page 58)

training programs.

Here's the way one veteran and an unusually successful service manager expresses this thought:

"It all goes back to the shop personnel," he said. "You can have the finest shop equipment in the world, but it's no good until it's in the hands of men who know how to use it and will take pride in their part of keeping 'em rolling. We have this trouble with our own shop, too, al-

though only a few of the men show this I-don't-give-a-dam attitude."

"The answer is going to be to get rid of those mechanics who won't get in line with the job we're trying to do. There's too much at stake to be patient with a man who can't see what we're trying to build up."

The attitude of the mechanics inside the shop is a most important factor in maintaining service volume. At the same time their activities outside the shop, during off hours, can help bring in new customers.

Then there's the little matter of

individual attention to customers as they enter and leave the shop. Many a good customer has been lost because no one bothered to pay any attention to him when he entered the shop, or took time to explain charges on his bill or express any appreciation of his patronage as he prepared to leave.

These are some of the cobwebs of the war-time emergency period which must be brushed away in order to compete effectively in a normal service market.

The first and most important item in any sales promotion campaign is to have something to sell. For the shop owner or manager, that means having a competent organization, trained in handling today's more critical customers and housed in a properly located and well-equipped place of business. There is little point in advertising for business unless the personnel and service facilities are such as will keep the customer coming back.

But, given these basic requirements, we cannot safely assume that the customers will beat a path to our doors. Not in a normal competitive market, anyway. Not when other shops are competing for their business, and when stores and shops of all kinds are trying to attract them, either.

Given these basic requirements, we can then hope to really cash in on a well-planned program of acquainting the public with our service facilities. And developing such a program is something which justifies a lot of time and thought.

In other articles in this issue are suggested some of the ways and means of selling new service customers and keeping them coming back. The individual promotional program, to be most effective, must be worked out on the basis of ideas picked up here and there, and adapted to the requirements of the individual business.

Service is a sales promotion job. It needs to be promoted, first, on the inside and then it can be sold effectively on the outside.

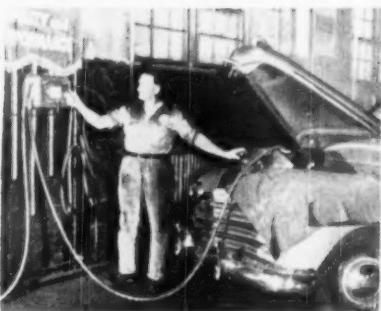
A Buick Oldsmobile Pontiac assembly plant mathematician figured that if only one item was changed on each car according to customer's order, the chances are that the plant could run for 15 years before duplicating a car.

The General Motors Proving Ground is an outdoor road test laboratory, with 25 miles of all surfaces and grades within its 1,268 acres. Garages and laboratories have total floor space of 309,000 square feet.

Looking for something to BUILD NEW BUSINESS... BOOST YOUR PROFITS?

Here it is

HYPRESSURE
JENNY
STEAM-CLEANER
and
STEAM
THORO-PURGE



Service Master Hypersure JENNY Combination Steam Cleaner and Cooling System Flusher, with built-in Steam Thoro-Purge.



The minute you put these two profit-partners to work for you, you'll have dozens of extra-income services to offer your customers—services that will bring new customers in and keep them coming back. You'll have all the advantages of Hypersure Jenny for steam cleaning auto motors, front-end grille work, springs, frames, under-chassis areas, plus many other jobs that bring \$12 or more extra profit an hour. And in addition you'll have marvelous Steam Thoro-Purge for reverse-flushing clogged cooling systems.

With Steam Thoro-Purge, you can increase your business as much as \$10,000 a year on cooling system cleaning alone.

You'll make still more money by saving time, labor and expense cleaning shop equipment, tools, driveways, walls, windows, etc. 10 times faster than by hand methods.

If you're looking for something to build new business . . . boost your profits, here it is!

The FREE BOOKLET, "1001
WAYS TO EXTRA PROFITS"
tells all about it. Write for it today!



HYPRESSURE JENNY DIVISION
HOMESTEAD VALVE MANUFACTURING COMPANY

"Serving Since 1893"

P. O. BOX 99

CORAOPOLIS, PA.



Make More Money to Have More Fun

Painting Cars the M-S Way!

You profit faster with much less work when you paint cars with ready-mixed Martin Senour finishes. Every job is right the first time because M-S finishes are factory-matched to the car-maker's own color specifications, then factory-packaged for positive color control! Simply check the car's color, make and model in your handy M-S catalog. Then order from your nearby N.A.P.A. jobber.

Only M-S Hi-Solids Lacquers and Synthol Enamels Give You All 8!

1. Higher painting profits!
2. Exact color match to car-maker's specifications!
3. Top quality, top durability, top beauty!
4. No time wasted mixing or matching!
5. Patented pour-top can prevents waste!
6. No come-backs, no headaches!
7. Easier to handle...jobs out on time!
8. Available everywhere! Call your N.A.P.A. jobber!



SPECIAL PROFIT PACKAGE!

M-S Lacquer primer-surfacers

Top-quality, quick-drying primer-surfacers for use on bare metal or old paint surfaces. Super adhesion and filling qualities save you time and work. Sands easily to perfect feather edge. Order Light Gray, Dark Gray or Red Oxide, today—from N.A.P.A. jobber.

MARTIN-SENOUR

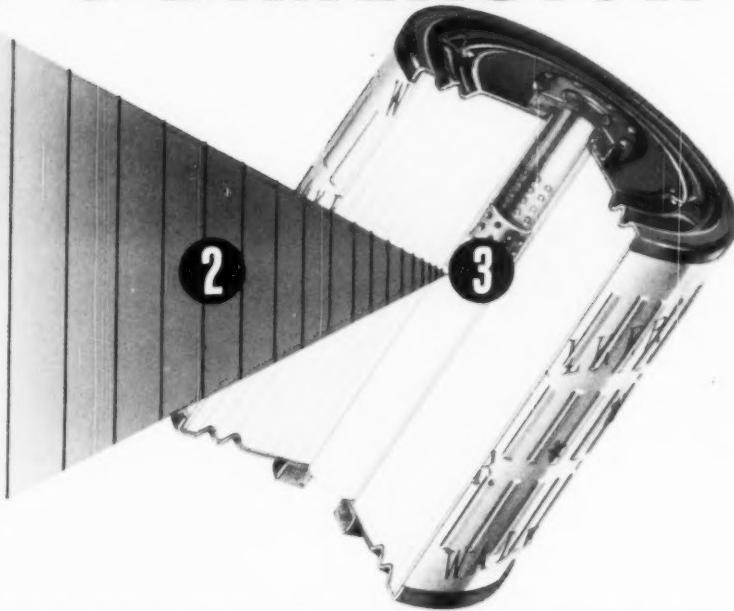
2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging

is the only Positive Control from Factory to Finisher

Walker "3 DIMENSION"

- 1 SURFACE Filtration
- 2 DEPTH Filtration
- 3 PROGRESSIVE Filtration



WALKER TAKES OUT THE DIRT THE ENGINE PUTS IN — BETWEEN OIL CHANGES!

For the first time in any oil filter, Walker combines all three essentials of effective filtration—*surface filtration, depth filtration and progressive filtration*—in a single cartridge!

This exclusive "3-Dimension" action provides multiple filtration, to control the many different types of engine contamination, *including crankcase condensation*.

Walker's patented *Laminar* construction consists of many individual filtering layers inside the cartridge. Each one of these layers is a complete filtering unit—each one filters oil 3 ways—yet they all work together to take out the many different kinds and sizes of dust, dirt, and abrasives.

What the Engine Puts In The Oil	What Walker Takes Out
DUST AND DIRT—from engine breathing	████████
CARBON SOOT—from engine combustion	████████
METAL PARTICLES—from engine wear	████████
MOISTURE—from engine condensation	████████

Because of *Laminar*, Walker actually removes abrasives down to 2 10 of one micron—a 25-to-1 margin of safety over the critical danger size of contaminants. Walker performance is channel-proof performance—for greater security...for a better filtering job *between oil changes*!



WALKER



SILENCERS



JACKS



ELECTRIC LIFTS

FILTRATION KEEPS OIL CLEAN BETWEEN OIL CHANGES!

BOOST BOTH YOUR OIL SALES AND YOUR FILTER SALES—
TELL THE FULL STORY OF SAFE LUBRICATION!

Here's your opportunity to increase both your oil sales and your filter sales. Tell the full story of safe lubrication, sure engine protection.

Show your customers why oil changes are only *half the story* of lubrication. Because engine contamination begins immediately after the oil change, the engine must be protected *between* changes by an efficient, properly functioning oil filter.

Tell them how the engine constantly breathes in dust and dirt, manufactures carbon soot, water and metal particles which it deposits in the oil stream *between oil changes*. Point out that, without an oil filter this abrasive mixture can build

up every mile, every hour they drive—grinding, scratching, wearing away the very parts clean oil should protect.

Sell them clean oil *every mile* these three ways—

- ❶ **Change the oil** periodically to protect against oxidation, dilution and unfilterable contamination.
- ❷ **Change the filter** to prevent accumulation of engine-made abrasives, moisture and sludge between oil changes.
- ❸ **Change to Walker** to give your customers the added protection of "3-Dimension" filtration *between oil changes*!

Take advantage of Walker's superior performance...put it to work for you...make this your finest filter selling season!

KEEP OIL CLEAN

between

OIL CHANGES

WALKER OIL FILTERS

WITH PATENTED *Laminar** CONSTRUCTION

* TRADE MARK

WALKER MFG. CO. OF WISCONSIN • RACINE, WISCONSIN

Solving Squeaking Brakes

(Continued from page 85)

ly to one inch of outer edge of other end. (See Fig. 2.)

Another remedy is to saw a slot in the toe of shoe as near the toe as possible, slot to be about two inches long and .025 wide. (See Fig. 3.)

Loose brake support plates will contribute their share of brake noise, so be sure attaching bolts are drawn up tight.

Twisted brake shoes which cause

misalignment of lining and drum will cause all kinds of trouble and they should be straightened or replaced.

Brake-shoe return springs incorrectly installed will set up vibrations and cause noise.

Due to the recent shortage of steel, some cars come equipped with aluminum brake shoes. Hard brake application with these shoes usually caused an unusual squeak in rear brakes. To correct this it was found necessary to install a brake guide spring near the brake-shoe toe. This installation is made as follows:

Remove wheel and drum assembly. Drill 5/16" hole through both shoe and brake support plate and assemble guide spring rod, spring and retainers. Adjust heel and toe clearance to specification. (See Fig. 4.)

"Joe" would end up by saying that regardless of what method we have to use, if the customer will bear with us, we will fix it.

Selling More Lubes

(Continued from page 85)

probably knows enough about cars to recognize a need for grease. Why didn't that wheel get a dose when he shelled out his buck for that lube job? You can bet your bolts that he'll go back to the shop to find the reason!

But it's much harder to explain to a petulant customer after the job is done than beforehand. He's apt to think you're shooting him some bull or that you simply don't know what you're talking about. Worse yet, he may go elsewhere for future lube jobs, which means that you've lost a lot of potential repair and parts profits as well. About 80 per cent of the lube jobs we handle yield additional revenue through repair work or parts replacement.

Now consider another type of customer. He knows a thing or two about cars and he understands what a dollar lube job consists of. But he doesn't know just how much coverage it assures him. Later, perhaps, his differential may act up and he may think that the trouble stems from a source that was covered in the lube job. So we try to explain carefully to new customers just what parts of the car are ordinarily protected by our regular lubrication job.

This briefing has been especially satisfactory in handling women customers. Due to the fact that our shop is situated near a large women's college, we get quite a bit of trade from women members of the staff. There are a good many changes in the faculty each year so we make a point of explaining details of lube jobs to anyone we know to be from the college. Most of these women don't know very much about cars and they appreciate our explaining these points to them. I think our efforts in this direction have been partly responsible for the extremely friendly relations we have with all our women customers.

By pointing out the limitations of a lube job's protection, we not only avoid a lot of misunderstandings and keep the customer coming back but we add to the profits from lubrication. About 50 per cent of our lube

SPRING FUEL SYSTEM JOBS DONE FASTER

You can handle those Spring fuel pump, carburetor and gas and oil line jobs faster and easier by having these convenient Imperial Products on hand. It's amazing how these items make the most of precious man-hours.

The **RIGHT** BRASS FITTINGS Instantly Available

POPULAR FLEXIBLE FUEL LINES Right at Your Finger Tips

IMPERIAL TOOLS Help You Get Jobs Done Faster

GET IT FROM YOUR JOBBER

THE IMPERIAL BRASS MFG. CO.
529 S. Racine Ave., Chicago 7, Ill.

HI-DUTY TUBE CUTTER

Free-wheeling ball bearing action makes cutting easier, faster. Roller-type with flare cut-off groove. Makes clean right angle cuts. Retractable reamer. No. 274-F for 1/8" to 1" O.D. Tubing \$3.30

Ask for Catalog 124-A

Boss Fittings • Flexible Lines • Shut-Off Valves • Strainers • Service Aids • Barrel Faucets • Tube Working Tools

FLARING TOOL WITH SLIP-ON-YOKE

Imperial's exclusive quick slip-on yoke of forged steel speeds flaring. No. 193-F makes 45° flares on 3/16", 1/4", 5/16", 3/8", 7/16", 1/2" O.D. copper, brass or aluminum tubing \$3.60

Visit our Booth 73 at the Southwest Automotive Show

A new kind of Valve Keeper Inserter

K-D No. 608

For the small size keepers
in late models of:

Ford, Mercury, Ford 6, Big Ford
Truck, Lincoln, Buick, Cadillac,
Chrysler, Dodge, DeSoto,
Plymouth, Hudson,
Kaiser-Frazer,
Oldsmobile and
Packard.



To load: Install keepers behind
rear spring fingers. Press down
into place.

Look for this attractive 3 color
sales card with use instructions.
11" x 14", six tools mounted.
Sturdy easel.



At Jobbers
Everywhere

SUPER GRIPPING

Will not drop keepers if properly
loaded and correctly positioned on
valve stem.

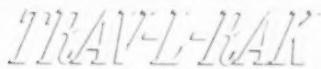
STREAMLINED

Of lightweight aluminum alloy, long
enough to reach remote valve stems
(Ford 49-50).

SELF SUPPORTING

Leaves both hands free for manipulat-
ing lifter.

THE DELUXE AUTO CLOTHES HANGER



Slips over top edge of window, to carry
many garments wrinkle free. Window can be
closed. Safety catch prevents hangers falling
off. Motorists buy two or more on sight.
3 color display 11" x 14", 12 mounted. Also
available individually carded and can be
imprinted as premium, prize, or gift.



customers tell us to pull their front and back wheels, grease the transmission, differential or universal joints or perform all five jobs.

Of course we try to sell an oil change at the same time and an oil filter if one is needed. We have been especially successful in this last respect. About 99 per cent of our lube customers purchase filters from us if their cars are not already equipped with them. The filter and oil change angles are ones that we never over look.

We always encourage customers to

wait and watch our lubrication of their cars. In that way they will have more confidence in the job we do and will be able to get under the car and check it for needed repair work when it is put on the rack. We have a lounge in our showroom for customers who don't care to wait in the shop. We also have a courtesy car which will take them home or to their business and bring them back later to our shop if they don't want the car delivered.

We sell coupon books offering twelve \$1 lube jobs for \$9. We try

to place these in the hands of all new customers and have been fairly successful in disposing of a large number of them.

We consider ourselves very fortunate in having an experienced, conscientious Negro lube man who has been with us nine years. Our customers have developed confidence in him and he has developed a personal interest in many of them. This relationship has matured to the point where many regular customers give him tips. We go out of our way to make his working conditions as pleasant as possible and we consider him a valuable asset to the business.

When I said that Mr. Egger or I personally checked every lube job, I meant just that. No car or truck leaves the lube rack until one of us has gone over it to make certain a thorough job has been done, even though we have the utmost faith in our lube man. The check not only prevents complaints but often reveals a hidden defect that was not revealed when the car received a preliminary spot-check for worn or damaged parts.

We use a standard 30-day follow-up system and follow it extremely closely. Billy Harkins, our parts man, handles this work. We never let an overload of work cause us to neglect this system. We've had the system two years. I would say that it has increased lube volume about five per cent.

Our lube rack is situated in the rear of our shop. It is at a corner of an "L" driveway through the shop so that no other cars need be moved when a vehicle is backed off the rack. Customers appreciate this convenience when they drive in for our "while you wait" lube service—offered at no extra charge. And we feel that customers' appreciation and satisfaction is money in the bank for our company.

Profit with Glass Work

(Continued from page 64)

work together. If Tim spots an obviously needed body, or even mechanical repair, he passes the word along and other departments return the favor to the glass department."

Another source of profit for a glass department is salvage of a great amount of replaced glass. A door or windshield with a crack across one corner or side, for example, is salvaged, trimmed and later used for a smaller replacement.

Then there is the angle of better insurance relations, as Landon describes it.

"Previously we turned down all insurance business of this kind," he

BOYLE DISTRIBUTING CO. • 950 S. Boyle Ave., Los Angeles 23, Calif.

BUY BOYLE FOR BETTER BRAKE PARTS, BETTER BRAKE BUSINESS

Sold Through Jobbers Only. Write for Complete Information

G-E SPRING AUTO LAMP PROMOTION NOW UNDERWAY!

Check the lights of every car left for changeover... ring up extra sales on one car out of six!*

General Electric ads and sales aids help you "CHECK UP 'N RING UP"!



Ad campaign in Post and Collier's.



New Lamp Guide lists right G-E lamps for every car.



Handy Memo Card.



Aiming Screen—\$2.50



Colorful 4-ft. streamer boosts changeover-time profits.



Big, action-getting poster.



New Lamp holder.



32-page Manual.

The business is there...
SO GET YOUR SHARE!

* Survey by Police Chiefs' Association reveals one car out of every six needs essential lamps.

GENERAL  **ELECTRIC**

explained. "But with this department we have been taking a substantial amount of insurance glass business. As a result we are getting an increasing number of invitations to bid on wrecks. It is a profitable connection that we overlooked and now we facilitate our business with insurance companies by supplying them with our forms on which they can write glass orders for clients."

Material for the operation of a glass department is no longer difficult to stage, said London. Manufacturers now process glass so that a dealer

need not stock big sheets. Glass for the various replacements comes in approximate sizes, is easy to store, easy to handle and cuts to size without much waste. Patterns are no longer a problem, being available through distributors. And a dealer's department soon collects its own file of patterns on glass that is no longer standard in that respect.

"And finally, the fire hazard that previously existed along with a glass department no longer exists," London pointed out.

"It used to be that when the art

ting tool had traced its pattern on glass, the sheet then had to be submerged in hot solution. This solution weakened the plastic seal between the two sheets of glass so that the waste edges could be broken off easily.

"Since the glass department should be near the body and paint departments and since this solution required a constant blaze under it, the fire hazard existed. This hazard is now eliminated by a newly-developed chemical. Tiny chemical, applied along the line of the cutting tool, works its way into the plastic in a matter of seconds. Then it is a simple matter to break off the waste edges."

A dealer launching a glass department might prefer to begin with an expert on a commission arrangement as the Earl Hayes Co. did. But any adept individual can be trained with the help of progressive glass distributors. These distributors offer a complete training program under direction of experts.

The spokesman for one such distributor warned, however, that development of an expert glass man requires time.

"Anyone can get a smattering of knowledge of this specialty after a week in the training course," said W. Tom Harrel, of the Windshield Glass Manufacturing Co., Dallas distributor.

"But a week of training would not produce a man qualified as an expert. Practice only, and more practice, advances the degree of a man's competence. We supply the training while all the employer does is supply the man and pay his salary. Therefore the man's competence would be determined principally by the length of time his employer is willing to pay his salary while in training."

Quicker! Safer! Lighter!

THE NEW DRUM Safety JACK

with SWIVEL ACTION

SPOT IT—under any axle, from any angle

SWING IT Bring dollys into position for removing wheels without lifting

LEVEL IT Pull wheels easily without damage to bearings or oil seals



ONE MAN does the work of two with this new, improved heavy-duty jack. No wheels to lift—no crawling under trucks. Works anywhere—under any wheel—on trucks or tractor-trailers.

Use the NEW Drum Safety Jack for dual wheels, single wheels or as a floor jack.

Send for descriptive folder today!



DRUM JACK CORPORATION

Subsidiary of The Cleveland Pneumatic Tool Company
3775 EAST 77TH STREET • CLEVELAND 5, OHIO, U.S.A.
We would like to know more about the DRUM Safety JACK.

Company _____

Address _____

City _____

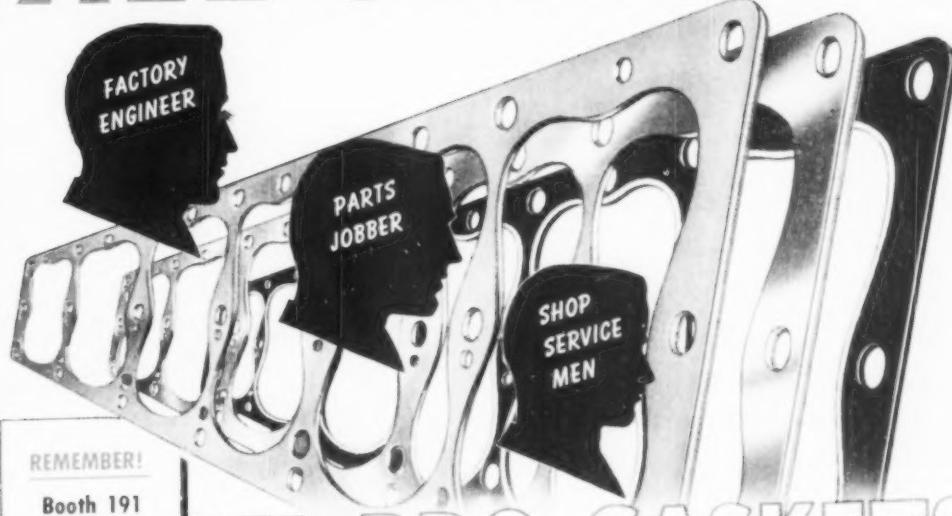
R. M. Hollingshead Forms Reconditioning Division

A SEPARATE division to concentrate solely on used car reconditioning products and particularly the Whiz Carburetor program has been formed by R. M. Hollingshead Corp. It will be called the Specialties Division.

Robert R. Howard, who formerly headed Reconditioning Products, Inc., is director of sales for the new unit. An initial sales force of 50 men has been established.

In the new Hudson a novel feature consisting of recessed inner door and side panels gives an extra two inches of elbow room to all passengers, a factory announcement said.

ALL 3 AGREE!



REMEMBER!

Booth 191
at the
SOUTHWEST
AUTOMOTIVE
SHOW

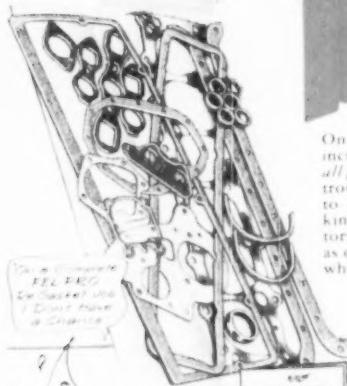
San Antonio, Texas
March 23-24-25-26

PAY US A VISIT!

Copper
Steel
Black

FEL-PRO GASKETS

Fit Better



Write TODAY for
QUICK REFERENCE
Catalog



On engine overhaul jobs, it's becoming increasingly "standard practice" to *RENEW all gaskets completely*, as a preventive against trouble and dissatisfaction. It will pay you to use Fel-Pro Complete Gasket Sets, the kind that are "Famous for Fit" among Factory Engineers who specify and supply them as original equipment; among Parts Jobbers who recommend them and among Shop

Service Men everywhere who find them the best on the market for FIT and PROFIT.

You get this "triple insurance" when you put a brand new Fel Gasket at every point you are sure of a satisfied customer; you insure against costly "re-do's" — and you assure a better profit for yourself.

FEL PRODUCTS MFG. CO., 1514 Carroll Ave., Chicago 7, Ill.

FEL-PRO GASKETS

Fel Gasket Sets,
Packings, Grease Retainers



Fel-Pro WATER OUTLET ASSORTMENT No. 18

Contains 18 different, pre-stocked gasket items, packed 10 to each envelope. All in attractive, sturdy box. Gives practically 100% coverage on all popular makes of cars.

Fel-Pro FIBER PACKING ROLLS ASSORTMENT No. 3

FREE DISPLAY STAND
with purchase of
1 roll each, 1 1/4",
1 1/2", 1 3/4",
2 1/2" specially treated
fiber packing.

Fel-Pro MANIFOLD GASKETS
Intake or exhaust. For all popular makes and models.

Many New-Car Prospects For 1950, Survey Shows

THERE were approximately 11,730,000 prospects for cars to be bought in the last three months of 1949, 1950 and 1951, according to a survey by The Crowell Collier Publishing Co., which was released last month. Of these, 10,064,000 were present car owners and 1,666,000 were non-owners at present.

These figures were based on personal interviews conducted in 8,005 homes situated in 275 cities and towns and 65 farming areas throughout the United States. Percentages obtained from the survey were projected on the latest estimates of the number of homes in the country for nationwide figures for the survey.

Prospective buyers have made up their minds about which makes they will consider buying. Less than two per cent were undecided about makes to consider, compared with 18 per cent in a similar survey conducted for 1948.

Among the reasons given by prospects for selecting a particular make, such reasons as low maintenance and operating cost and durability or serviceability now weigh much more heavily than they did in 1948.

Although total mileage on speedometers was down because of so many new cars on the road, mileage driven in 1949 averaged 9,300, compared with 9,200 in 1948. In July, 1948, only 25 per cent of cars were postwar but by September of last year post-war cars accounted for 42 per cent of the total.

Affects Service Too

The service picture has been affected too. More than half of all car owners (54 per cent) take their cars to the car dealer for major repairs and 49 per cent go there for adjustments and tune-ups also. Independent repair shops get about one fourth of both major repairs and tune-ups. Service stations get 51 per cent of the lubrication business.

The number of owners who patronize independent repair shops increases sharply as the age of the car increases. For 1949 models, 82 per cent of owners take the car to the dealer for major repairs and 41 per cent to an independent shop. For 1950 models, the independent receives 41 per cent of such repairs and the dealer receives a total of 36 per cent.

The average monthly repair bill for all cars, regardless of age, was \$10. Average for 1949 models was \$11, for 1948 was \$7 and for 1939 was \$14. Customer satisfaction with service seemed to be increasing. In the 1948 survey 59 per cent said they were satisfied with the last repair job and in 1949 the number had risen to 95 per cent. This included service at all types of outlets.

Seiberling Steps Down As Board Chairman

FRANK A. Seiberling, founder of Seiberling Rubber Co. and earlier founder of the Goodyear Tire & Rubber Co., has resigned as chairman and a director of Seiberling.

The 90-year-old executive has been confined to his home for more than a year. Until last year, when illness forced him to be less active, he had continued to come to his office at the plant on working days.

Time to Change

to
CHAMP
MONEY-MAKERS



NEW Money-Maker—Champ's counter and window merchandiser sells refills faster . . . more easily because it has a complete cross-reference chart and refill specifications. Its attractive sign urges customers to buy refills and service.

Champ's new "Time to Change" Program moves more filters and refills . . . persuades customers to "Change to Champ" each time their car is serviced.

NEW Expanded Line—Increases opportunities to sell new filters and refills to new cars, tractors, trucks, and buses.

NEW Expanded Advertising—Sat. Eve, Post and trade magazines promote "Time to Change" Program. Watch for new consumer booklet, too!

NEW Performance Tag—Shows time to change refills, increases sales!

NEW Packaging—for greater identity. It's time for you to change to Champ's new Money-Makers for bigger profits in 1950!

* WIRE, WRITE, PHONE FOR DETAILS NOW *



CONTACT YOUR JOBBER TO-DAY





SKIL Drill's power in a small package solves problems under the hood!



1/4" SKIL DRILL Model 45

**IT'S EASIER TO GET TO THE
WORK WITH COMPACT,
LIGHTWEIGHT SKIL DRILLS!**

Puts a world of power in the palm of your hand. Weighs 2 1/2 lbs. 6 1/8" long. Smooth design, perfect balance. Available in wide speed range.

Short-coupled, space-saving SKIL Drills leave you more room for working in crammed engine compartments. Whether you're installing accessories, drilling out broken studs, cleaning valve guides or doing other tight-space jobs, it's easy to get SKIL Drill to the work. And SKIL Drills don't sacrifice power to achieve compactness. Their aluminum die-cast housings leave room for extra-big motors without increasing weight or size.

Try SKIL Drills on any installation or repair job. Ask your distributor for an in-the-shop demonstration. You'll see why it pays to standardize on SKIL Drills.

SKIL products are made only by
SKILSAW, INC.
5033 Elston Ave., Chicago 30
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GOT A GOOD IDEA?

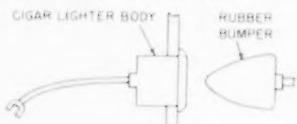
\$5

will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered.

Removing Cigar Lighters From the Dashboard

HERE is an easy way I have found **H** to remove cigar-lighter bodies from the instrument panel.

Rather than working from the back of the panel, which is not very easy on some makes, I use a rubber bumper such as is used on lower arms of front ends. This bumper is round



and cone-shaped and simplifies the job.

Push it in the lighter body with a small amount of pressure, at the same time turning it in a counter-clockwise direction. In almost all cases the friction of the rubber against the body is enough to unscrew it.—Ralph McKenzie, Downtown Motor Company, Pittsburg, Kansas.

When Timing Marks Don't Show Up

HERE is an easy way to handle those engines with timing marks just as far behind the starter linkage or even under the starter.

Turn the engine over until the mark lines up with the pointer. Then clean a spot on the front balancer

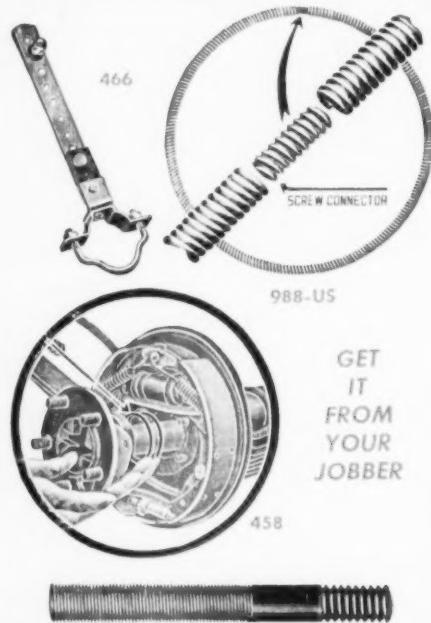
or crankshaft pulley and make a mark there with a fine brush and white paint. Make another mark directly in line with it on the timing-chain case or other near point.

I find the engine can be timed with the light from these new marks just as well as from the one on the flywheel and it's a lot easier.—R. D. Hudgens, Shreveport Battery Company, Shreveport, Louisiana.

Adjusting Rear Brakes On the Ford F-8

HERE is the way I adjusted the rear brakes on a Ford F-8.

I cut off an Allen wrench until I had a piece two inches long. I welded this in an old $\frac{3}{8}$ " 12-point socket. In this you can insert an extension



GET IT FROM YOUR JOBBER

MORE TIME SAVERS MONEY MAKERS
by CHAMP-ITEMS

SERVICE PARTS . . .

Designed to Help You Do the Job Faster — Better. CHAMP-ITEMS are Profit Items!

No. 466 **UNIVERSAL TAIL PIPE HANGER** for all cars. Stock one number to fit all passenger cars. Heavy gauge steel with fabric and rubber shock absorber. Can be set or bent to any position. List \$1.00 each.

No. 988-US **UNIVERSAL BRAKE DRUM SILENCING SPRING** for all cars, trucks and buses having 9", 10", 11" or 12" grooved drums. For larger drums, 2 springs can be connected. Easily installed. List \$.70 each.

No. 458 **REAR AXLE SHAFT END PLAY SHIMS** for 1949 Ford cars. Eliminates "clunking" noise caused by excessive rear axle shaft end play. Shims are .006 thick. List \$.25 each.

No. 600 **STUD ASSORTMENT**. Ideal assortment for manifold — transmission — motor repairs for all cars, trucks and tractors. 126 studs — 21 different sizes. Metal box with specifications in lid of box. List \$.15 per stud.

CHAMP-ITEMS, INC.
6111 Maple Ave., St. Louis 14, Mo.



ratchet or a speed handle, which ever is the handiest.

The wrench and socket are welded together so it will not drop down in the drum—Leonard L. Wood, Kelly Williams Motor Company, Kansas City, Missouri.

When Taking Glass Out of Channel

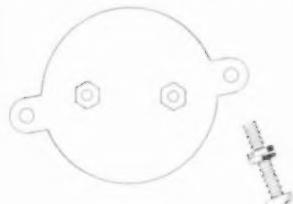
HERE is an effective Time Saver I have found for removing the glass from the channel without running the risk of breaking it.

Lay glass flat on a table or work bench with a square, sharp edge. Holding to channel, slide glass with a short hard push and let channel hit sharp edge of table.

On very rusty or tight ones, it may take quite a few licks but this method brings it out safely for glass and me alike.—Raymond Calvert, Hill Top Auto Parts, Mt. Washington, Kentucky.

Installing Instruments Behind the Panel

INSTALLATION of instruments behind the panel often can be made easier by using "pilot screws," as shown in the illustration. These are nothing but screws of the same size



and threaded as those which fasten the instruments.

The two units shown run partly down the screw and give a better grip for the thumb and finger. The pilot screws can be used to line up and hold the instrument in place, after which it is much easier to get the short, regular screws started.—From F. Smidly, 1622 Vicar Street, Shreveport, Louisiana.

When Marks on Flywheel Don't Show Plainly

SOMETIMES the markings on a flywheel are covered with dirt or grease and difficult to find. To eliminate this, I use a piece of tubing approximately 10" long with a 1 1/2" inside diameter. I insert a piece of felt into the tubing and let it stick out about 1 1/2".

While the motor is running, I hold the felt against the flywheel and clean

it. When I am through, I pull the felt out, cut it off and have a clean piece for the next job.—Toby Hearne's Batteries & Electro, Dallas, Texas.

When Jacking Up GI Vehicles

NOWADAYS most shops are getting some ex-GI vehicles and finding it a ticklish job to jack up the front because of the off-center drive. Here is the way I do the job.

Take a piece of 3" or 4" channel

and shape an offset to correspond with drive housing. Then weld pin into center to fit in front jack after removing jack pad. This will raise them evenly without danger of slipping.—Bill Marsh, Ace Brake Service, San Antonio, Texas.

When Removing Pistons From Brake Cylinders

WHEN removing pistons from the front wheel brake cylinders on later model Chevrolet products, it's sometimes difficult to remove the

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lower piston because of the angle at which the cylinder is mounted to the brake support.

Here's the way I remove them. First, remove the two return springs. Push the reverse shoe in. This will force the upper piston out.

To remove lower piston, I drill and tap a hole through the center of a discarded piston. Then I screw a bolt 7" long to it for a handle. Install the cup by pushing this plunger in the upper cylinder. This will force the lower piston out—Woodrow L. Cunningham, Marshall, Mo.

When Making Switch-Rod Grommets for Wiper

HERE is the way I make wiper shield wiper switch rod grommets when they are not available.

Take a good grade spark plug cable, cut it around the wire in about 3/8" lengths and slip it off the wire. Then slip it on the switchrod end and in the switch arm on the dash. The other end goes on wiper motor switch arm. Outside insulation should be peeled off.

I have found this useful on Ford

and General Motors cars—Solon Farmer, West End Garage, Jackson, Mississippi.

Using Brush Seating Stone On Ford V-8 Generator

HERE is an idea for those who prefer to use brush seating stone on late Ford V-8 generators.

I chuck the armature in the lathe or in a drill, assemble the brushes on the commutator end and slip it on the armature.

While armature is turning, hold the CF plate with one hand, using the free hand to apply the seating stone. The brushes are then seated.

The late-model Ford V-8 generators have a very small opening in the case and it is hard to use seating stone after the generator is assembled—Toby Hartman's Battery & Electric, Dallas, Texas.

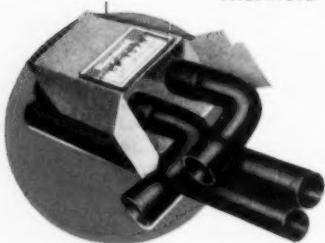
Preventing Paint Damage To Cars in the Shop

OFTEN when automobiles are in the service line in garages, they are parked close together. To prevent damage to paint on the next car when the doors are opened to

Get This Straight!

... or get it curved. It's Thermoid Radiator Hose and it is easy to stock, handle and display. Made to original equipment specifications—resists deterioration and the action of chemicals and anti-freeze. Most important, Thermoid Radiator Hose gives you complete car and truck coverage with fewer part numbers. Lengths and sizes boxed and labeled for quick use. Specially designed rack provides convenient storage and attractive display.

Thermoid Company • Trenton, New Jersey



Thermoid

Brake Linings • Fan Belts • Radiator Hose
• Hydraulic Brake Parts and Fluid • Clutch
Facings • Car Mats • Thermoid Precision
Process Equipment.

get in and out of one car, I use a piece of heater hose 6" to 8" long.

I slit it down one side so it can be slipped over the edge of the door without difficulty. This often saves a foul-up job on someone's car.

I have found this especially helpful while working under dashes, on heaters and other places where it is necessary to have the doors open for a period of time—Ralph McKenzie, Downtown Motors Company, Pittsburg, Kansas.

Improving Defroster Action On Late Chrysler Cars

OWNERS of late-model Chrysler built cars sometimes complain that with the 100 and 300 series heaters the defroster action is not good enough to keep the driver's side of the windshield free of fog. Frequently I find that some mechanic has taped up the right end of the defroster opening all the way to force all the air to the driver's side.

My solution permits both front-seat passengers to see. I cut out a piece of thin sheet steel to cover the right-hand outlet on the heat distributor. I leave a tab on each end of this cover. Then I trim the edges just enough to permit about a 25 per cent opening. I bend up the tabs and either solder or screw them into the duct.

The left duct, toward the driver, is already closed by the defroster damper and the partial closing of the right duct creates sufficient back pressure to force the air to all of the windshield. Enough air is directed at the floor to keep passengers comfortable despite the partial closure.—Melvin J. Timm, Route One, Berryville, Arkansas.

When Adjusting Brake Pipe Position on Studebaker

UNDER unusual and extreme conditions, interference may occur between the exhaust tailpipe and the right rear brake pipe where it extends along the rear axle housing on 1950 Studebaker passenger cars.

To prevent the possibility of this interference, the brake pipe has been lowered by reversing the clip which



holds it to the rear axle housing. This change entered production with Model 9G Champion Serial No. G 511700 and Model 17A Commander Serial No. 4415128.

We suggest when 1950 model passenger cars built prior to these serial numbers are in your service department, you arrange to reverse the clip which holds the brake pipe to the rear axle housing so as to position the brake pipe slightly below the top of the rear axle housing, as shown in illustration.—Courtesy of The Studebaker Corporation.

Removing Axle Shafts Inside the Housing

WHEN removing broken axle shafts inside the housing, I use a kit of various sizes of bulk radiator hose about three feet long.

When one end of the broken axle is lying in the housing, I take one of these hose slightly smaller than the diameter of the broken stud or shaft, insert the hose in the housing and force it over the end of the shaft by giving a hard push and a turn at the same time.

It will expand enough to grasp the axle and then can be pulled out. I find this works very well.—R. S. Burdette, F & X Garage, Tokoma Park, Maryland.

When Checking Leak In Vacuum Pump

IF AFTER tuning up a Pontiac, Buick or Oldsmobile you find the engine won't settle down and really idle as you would like for it to, take a quick check on the booster pump.

Often you will find the little round

gasket under the cap has been pulled partly out by the vacuum, causing a lean fuel mixture on one intake manifold. Through heat expansion and contraction, the little cap screw which holds the cap on becomes loose, allowing the vacuum to pull the gasket out.

Sometimes pumps are taken off and thrown away because the mechanic takes it for granted the diaphragm is ruptured when it is only the little five-cent gasket.—Ralph McKenzie, 405 East Washington, Pittsburg, Kansas.

AMMCO Model 2500

Wet Honing Machine

Hones: Connecting Rods, Pistons, Spindle Bolt Bushings, Steering Sector Bushings, Wheel Cylinders, Master Cylinders, Double End Cylinders, Any Bore Within Range

EXCLUSIVE CONNECTING ROD GUIDE ASSURES ACCURATE ALIGNMENT BETWEEN BUSHING AND BEARING END OF ROD

PERMANENT TYPE HONING HEADS RANGE .480" to 2.062"

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SELF LUBRICATING HONE
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RIDGE REMOVER
SMALL BORE HONE
LINE BORING MACHINE
CONNECTING ROD ALIGNER

Feudin', Fightin' and Selling

(Continued from page 81)

average of two times a week. The sales force should be bigger, but the best men had to be moved up into management of other stores acquired.

What makes Motor Supply tick? Well, it's a simple rule, simply stated by the operator, who says:

"Let the volume go. Just be sure and make a profit on what we do move."

Motor Supply is known to adhere strictly to that policy, with no price

cuts whatsoever. Beer Smith makes no pretense of being otherwise. He is in business to make a profit. His progress attests to his ability as a business man and a recent transaction adds evidence of his ability as a sales man. For it is known that late in 1949 he placed \$20,000 worth of equipment on which he took the full profit.

"We don't prepay anything either," said Beer. "Sometimes, if an account is not in too big a hurry, we let the salesman make delivery on his next call, which won't be more than

two or three days."

"Some jobbers prepay bus transportation, but we don't. If an account is in a hurry for merchandise, we'll put the merchandise on a bus. But after we put it on the bus it belongs to the account."

The reason Motor Supply of Marshall does not work west of here toward Longview, 21 miles distant, is because of Reliable Motor Supply of Longview, owned by Pat Fenchill, Beer's friend of 20 years' standing.

It is widely known among after market men in Texas that when Pat Fenchill came back from the late war he found it necessary to start all over again in the jobbing business with limited capital. It is also known that Beer Smith came to Fenchill's aid. Perhaps manufacturers didn't know it then, but they know now that what Smith did was give Fenchill a Motor Supply order book. Until things got on an even keel for Fenchill the merchandise he needed was shipped to his Reliable Motor Supply in Longview and billed to Motor Supply in Marshall.

Here's One for the Record

In another case a Motor Supply order book was turned over to a struggling beginner.

Smith and an associate were in a thriving Texas community, planning to open a jobbing house. On the street they encountered two friends with the same idea. One of the friends had capital, the other didn't. Beer and his associates withdrew and, because merchandise was so hard to get, Beer handed over an order book which was used as in the Longview case until the new business got on its feet.

When this chemist set up for Marshall he asked a friend, an agent and close friend of Smith's, if Beer's bullets were likely to ring at the claim adjuster's door.

"The agent just laughed and offered scant reassurance. 'You never can tell what will happen over there,'" he said.

But there were no visible signs of the wacky side of the legend. His place had the look of the aggressive, successful jobbing house, with a mass display of clean equipment in front of the long counter.

Back in his office, Beer removed a pair of hornrimmed reading glasses through which he had been peering intently at his overhead list. With the glasses on he looked more like a mathematics professor, preparing for the next class. It was difficult to credit the stories one hears about the pranks perpetrated by this lean, sober



NEW, LOW PRICE! ON FOCO FLAR FF3

DEMAND for this reflector-type flare is pushing it ahead as one of Anthes' most popular flares. It is easy to set up under all weather and road conditions. Reflectors are made of Du Pont Lucite. Now Anthes quality at this new low price makes the FOCO FLAR a real leader. Comes as a single unit 'FF1' or in sets of three 'FF3' with mounting bracket. Write today for the complete Anthes Safety Equipment catalog and discount sheet. The Anthes Line of highway safety equipment is complete. You can profit repeatedly from the many fast-selling items in the Anthes Line.

ANTHES FORCE OILER CO., FORT MADISON, IOWA

Anthes

THE FIRST LINE OF SAFETY

See Anthes Safety Equipment
Display at the Southwest Show!





DURO METAL PRODUCTS CO.
Complete Line of Hand Tools—Sockets
Box Wrenches—End Wrenches—Screw
Drivers—Punches—Chisels—Hammers—
Body Service Tools



AUTO SPECIALTIES MFG. CO.
Mechanical Jacks—Hydraulic Hand Jacks
—Hydraulic Floor Jacks—Bumper Jacks
—Body Service Tools



THE HUFFMAN MFG. CO.
Oil Measures—Filter Cans—Coopers—
Service Station Supplies



NATIONAL AIR SANDER, INC.
Mity Midget Air Sanders
Electric Sanders



KIMBLE GLASS
Battery Hydrometers
Anti-Freeze Testers



DAVID ROUND & SON
Chain Hoists

TOOLS & EQUIPMENT

Dealers and repair shops are assured of the finest quality and design when they make their selection from this group of tools and equipment.

Go to the jobber who features the lines shown here—they are all leaders in their field, backed by manufacturers with facilities to produce the best the market affords. They are represented in the south by the Hirsig organization.

Other leading lines of automotive merchandise represented by Hirsig are: ANCO Mirrors, Blades — ANDREWS Electrical Parts — ARROW ARMATURES — B & B Heaters — BCA Bearings — CAMEL Patches — CASCO Products — CLEVELAND Tire Chains — DAVID Round Chain Hoists — DURO Tools — ELECTROLINE Lights — FRAM Filters — GEARY HERSHY Front End Parts — MANLEY Valves — MICHIGAN Bearings — MONROE Shock Absorbers — RUSTMASTER — SEALZIT — SUPAR Breezes — SUPERSTAT Thermostats — THERMO Anti-Freeze — THOR Batteries — TRIPLEX Pistons — TYSON Bearings — WICKWIRE SPENCER Springs

Hirsig men located in 17 cities throughout the South help jobbers deliver the best possible service to the automotive dealers of the South.



LAWRENCE M. HIRSIG & CO. Jacksonville 2, Florida

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950

ly-pleasant, keen-eyed jobber.

Yet his slapstick duel with one manufacturers' agent, Don Caphton, is part of the legend and may continue indefinitely, old age permitting. It started when Caphton, from Dallas, sent Smith a Christmas bundle one year. The bundle contained old clothes and a used greeting card.

Beer saved the clothes. Next time he went to Cow Town, which is Fort Worth, he took them along. He got a stout box, put a slab of concrete in it with the clothes, labeled it with borrowed tags and shipped it to Cap-

ton, express collect.

At another holiday season Caphton walked into Motor Supply, stood just inside the door and announced that one of his companies had sent a calendar to Beer. Caphton unrolled an impressive calendar and held it up for inspection. Then he tore it in two, dropped the pieces on the floor, went out the door, got in his car and drove away.

"That's the way Caphton calls on me," commented Beer.

Later Smith went to Shreveport. He found an ancient record player,

quite substantial in weight, but otherwise worthless—he thought. With borrowed tags to allay Caphton's suspicions, Smith shipped this, express collect. It cost Caphton \$4.50, but Smith soon learned that another agent paid the gleeful Caphton \$5.00 for the antique. The second agent's son wanted just such a motor as the old box contained.

Beer Smith's Motor Supply received, over a period of many months, some faulty jacks shipped by one of Caphton's companies and there were enough faulty jacks in the territory to worry Caphton. Finally, in the presence of Smith, Caphton called the factory long distance, mournfully related his troubles and motioned Beer to the phone to substantiate the agent's complaint. Caphton was left sputtering furiously when Smith assured the manufacturer that "in all the jacks you have shipped me over all these years there has not been a single flaw in a single pack."

Across the Lake They Did Go!

Once at Smith's fishing lodge, where he entertains extensively, Pat Ferchill and five others wanted to cross Caddo lake, a 14-mile-wide body of water in nearby Louisiana. The wind was blowing a gale and it looked like suicide to venture out. But Ferchill and his friends made the mistake of intimating that Beer had no appetite for the hazards of such a trip.

Beer had an Army surplus barge, built to carry 18 soldiers and equipped with a 50-horsepower outboard. He herded his six companions into the barge, but the trip was made with two men constantly bailing water. Some of those who made that wild, bouncing ride frankly confessed later that they were saving their prayers. One of the passengers was indebted to another from a crap game a year previous. It was such a harrowing excursion that it softened the debtor to the point where he steadied himself in the bucking barge and paid off.

Horseshow rages almost constantly between Ferchill's Reliable Motor Supply in Longview and Smith's Motor Supply in Marshall.

Smith's Motor Supply was spreading a barbecue at the lake and Beer wanted the Longview crowd in on the party. But, as previously pointed out, there is no conventional pattern for doing anything at Motor Supply. This includes invitations to barbecues. So Beer obtained a 30-foot log. With a torch, his shop burned an invitation into the bark of the log. Then the log was sent to Reliable Motor Supply at Longview, truck freight charges col-

STANDS GUARD

AGAINST
RUST AND
CORROSION

Nationally Advertised
in THE SATURDAY EVENING
POST

BY THE MAKERS OF:

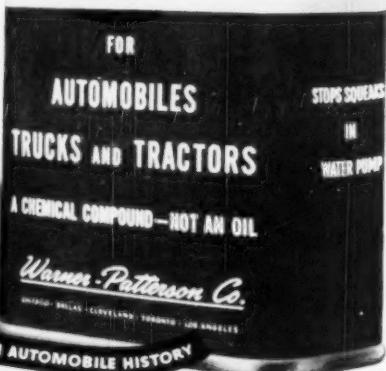
WARNER LIQUID SOLDER

(Non-metallic, deposits tiny
fibers to repair leaks)

WARNER RADIATOR CLEANER

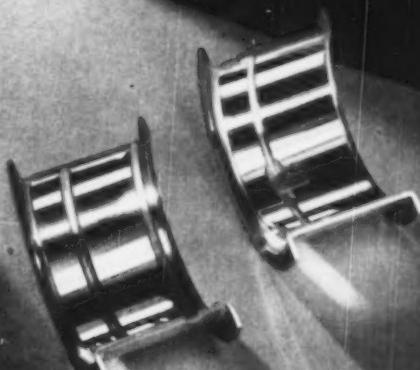
WARNER SERVICE CLEANER

Warner
**COOLING SYSTEM
PROTECTOR**
PREVENTS RUST AND CORROSION



Warner Cooling System Compounds 920 S. MICHIGAN AVE., CHICAGO 5, ILL.

MICHIGAN
Hi-Therm
ENGINE BEARINGS
**HANDLE
HEAT
BETTER**



The high thermal conductivity of Michigan Engine Bearings assures better heat dispersion—cooler running—longer life.

Michigan Engine Bearings are precision engineered to wall thickness tolerance of plus or minus .00125" to assure perfect fit—easier installation—trouble-free performance.

Exclusive Michigan manufacturing processes provide uniform running clearances and proper lubrication of journals.

The LIQUID HONED back—another exclusive Michigan process—provides for quick dispersion of heat over the entire bearing foundation.

Since 1925, Michigan Engine Bearings have been original equipment in America's leading cars, trucks, tractors and engines.



MANUFACTURERS OF PRECISION ENGINE BEARINGS SINCE 1925

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950



left.

Last November the Fenchills and the Smiths wagered four-fifths of good whisky on the Longview Marshall high school football game, which was won by Marshall.

Smith insists the bet involved bonded liquor or, as he calls it, "bot tled in the barn." Some time following the game Fenchill dispatched his store manager, Luther Finley, with the four-fifths, but there was high indignation in Marshall, for the whisky was not bonded stuff. Thereupon, Finley was chained to the shop

stove and menaced with that crazy-looking shotgun. And Beer issued warning that the next Longview man caught in Marshall would be "burned at the stake."

The shotgun shown in the photograph is also a product of the Motor Supply shop. It was especially made for, and presented to, a hunting companion who is a notoriously poor marksman. Eventually it found its way back to Beer's office, where it serves for purposes of prankish intimidation.

By the time this rolls through the

presses it is possible that Beer Smith will have served an unpleasant, if temporary, sentence in duress vise. More specifically, the Longview jail.

After the Marshall pranksters chain ed his store manager to their stove, Fenchill alerted the Longview police and the sheriff's office. The grape vine warned Smith that on his next appearance in Longview he would surely land in the klink.

It is almost a cinch bet that by this time he has been in the Longview brig. In fact, the probabilities are that the grapevine report set him to thinking of an excuse for going to Longview.

He likes his fun, this fellow Beer Smith, and he'd even go to jail to have it.

Selling Spring Tune-Ups

(Continued from page 79)

Removal of the lead gives the shop a chance to remove all the carbon and usually gives the owner a smooth running vehicle.

"Good tune-up jobs sell confidence in the shop," Crawford said, "and this confidence is what brings in future jobs and new customers. We obtain many customers each year because satisfied customers of ours have returned from their vacations thoroughly pleased with the performance of their cars. When they tell their friends and neighbors about their vacations, they tell about the car and what they did to it before they started."

Crawford bought Harry's Garage, which has been operated at its present location for the past 20 years, five years ago. Since he has put on a tune-up campaign each spring for the five years, he has more than doubled the volume—a record a lot of shops would like to have.

Powell Becomes President Of Ciroc Products Co.

Joseph W. Powell, Jr., has been elected president of Ciroc Products Co., succeeding John F. Black, resigned. Powell was formerly vice-president of American Research and Development Corp. of Boston. Tenton M. Davison, vice-president, is now in charge of all operations for the company.

Manufacture of the firm's two cleaning equipment lines has been separated for greater efficiency, Powell said. Dee-Tee equipment will be made and serviced at the main plant and large degreasers will be assembled at a new plant, also in Cleveland, Ohio. New general offices are situated at 6331 Euclid Ave., Cleveland

You
Name
It...
We
Have
It



You will find exactly the tool you want among the more than 100 autobody and fender repair tools shown in the Stream Line Tool catalog and you will find each tool superb in design, workmanship and material. Metal is hand or drop forged alloy steel . . . carefully hardened and tempered . . . properly ground and finished. Handles are of strongest selected hickory. Built-in balance makes work easier and more accurate.

Write today for this Stream Line Catalog and for the name of your nearest jobber.

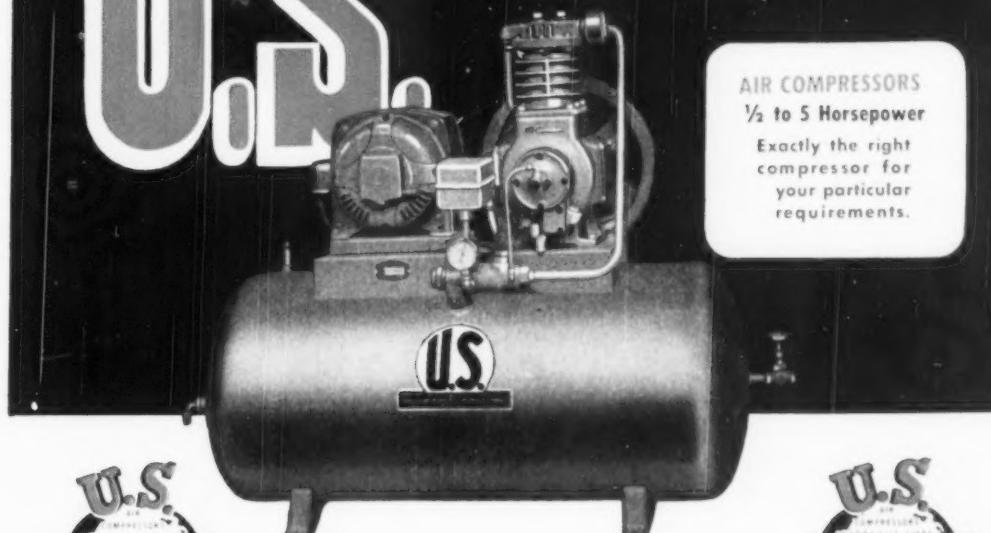
Stream Line Tools, Inc.

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The Acknowledged Leader Today

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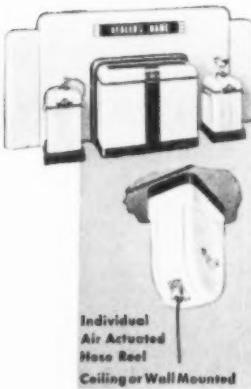
**PROVED BY YEARS
of Hard Everyday Use**



AIR COMPRESSORS
 $\frac{1}{2}$ to 5 Horsepower

Exactly the right
compressor for
your particular
requirements.

THE COMPLETE Service Equipment Line



Wall Liner and
Clipper Units with
Model F Background



Air Actuated Hose Reels
Available in floor or
ceiling models.

**U.S. FULL HYDRAULIC
2 POST LIFT**
The lift that spots it-
self. Saves mechanic's
time. No crawling
under car to spot rear
axle supports



MODEL A-2
FREE-WHEEL LIFT

MODEL A-15
DRIVE-ON LIFT

Write for catalog

The UNITED STATES AIR COMPRESSOR Co.

5300 HARVARD AVENUE • CLEVELAND 5, OHIO

AIR COMPRESSORS • HYDRAULIC LIFTS • LUBRICATING EQUIPMENT • PNEUMATIC ACCESSORIES

K-F Shows Three Models

(Continued from page 73)

system gives defrosting across the entire windshield.

The "tuck away" tire well in the trunk compartment is recessed to give increased luggage space. When in place, the tire well cover is an integral part of the floor.

Turning radius is shorter and there is good vertical clearance for driving over rough roads. Safety and ease of handling also stem from the design of the X-type frame, which acts as

a skid in protecting the engine and underbody parts from damage.

Glass area has been increased. The windshield, which sweeps back at a 51.5° angle, has an area of 1,096 square inches. The windshield posts, which are rigid structural members of the all-steel body, are set well back and are slimmer.

The broad, 1,000-square-inch rear window also has the "sweetheart curve" dip at the top and curves in harmony with the cascade back. New mounting of the side glass, nearly flush with the exterior body panels,

reduces wind noise.

The center pillar post of the Frazer-Manhattan, which is of heavy chrome-framed safety glass, provides additional visibility, as well as structural roof support.

Service Sales Tools

(Continued from page 61)

have not been in recently, suggesting check-ups.

"Out of 1,000 calls last summer about 40 per cent came in and bought service," Walter Efling, assistant to the manager, said. "The beauty of it is that it involved no extra expense, kept idle phones and salesmen busy and avoided seasonal layoffs and deficits."

Direct mail and phone calls are just two tools, however.

"Newspaper advertising is the best for quick results, though direct mail gives the best results for each advertising dollar," said Manager C. H. Forbes of Dixie Tire, Miami, Fla.

Simple, one-inch ads have worked well for Shaw Brake Service, Jackson, Miss. Each of the ads features a saying on safety by the "Brake Dr." Shaw writes the observations himself and has used this type of ad for several years. The repetition in general style with variations in the sayings has caused a number of motorists to notice the ads.

Johmme & Mack, the big paint and body shop in Miami, Fla., which also does a good volume of repair work, spends 50 per cent of its annual advertising appropriation on newspaper ads. A check on customer reason for patronage, conducted by cashiers, showed that word of mouth ranked first and newspaper advertising ranked second.

"Weekly ads on undercoating have kept that department filled," said Nathan Abrahams, advertising manager. "We stress price, quality and speed of work. Ads stating that prices for paint jobs were so low that we lose money on the first 100 cars painted each week because of big overhead—and don't start to make money until we are well into the second hundred—brought in greatly increased volume."

A simple drawing of the building with five arrows pointing down at it brought customers to Auto Painting and Repairing Co., Inc., New Orleans, La., when it appeared in a local paper. The arrows were labeled: seat covers, refinishing, motor overhauling, body and fender repairs and steering wheel alignment.

Radio, too, has its strong advocates. The most spectacular medium used

LAMSON
Bumper Bolts

When your customer comes tearing in and asks for a $\frac{7}{16}$ "cocked head" (askew to you) bumper bolt, you can say—"Sure, we have them!" Because with a LAMSON Bumper Bolt stock—you do have them. You have bolts for 95% of the calls—round heads, tee heads and askew tee heads. What's more—they're rugged with highly polished stainless-capped heads, equipped with a Marsden Self-Locking nut and cadmium plated for long life!

Consult the new Lamson Automotive Catalog (50-A) for application chart by makes of cars. Catalogs available on request.

THE LAMSON & SESSIONS COMPANY

General Offices 1971 West 85th Street Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Birmingham • Chicago

Automotive  *Fasteners*
LAMSON & SESSIONS

Ask your distributor for the Lamson Line

NEW CASCO VISORS

with BIG SALES FOR YOU!

New! SMOOTH
AERO-ALUMINUM
finished in PEARL GRAY
HAMMERLOID ENAMEL

WEATHERPROOF! SCRATCHPROOF!
PERMANENT! NEVER CORRODES!

New!
ANODIZED ALUMINUM
EMBOSSED . . . RIGID!

Can be painted to Color-match a car

V-15 SERIES

Only
\$17.50
FAIR TRADED
LIST PRICE EACH

V-1 SERIES

ONE MODEL FITS 90% OF ALL CARS

EASILY ATTACHED! A ONE-MAN JOB!



MODELS V-15 and V-1 fit all 1946-50 cars with center windshield dividers except 1947-50 Studebakers and 1948-50 Hudsons.

MODELS V-16 and V-2 fit Studebakers with windshield divider and 1939-40 Fords.

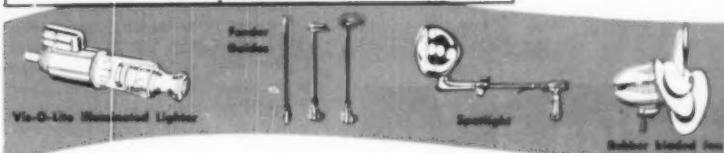
MODELS V-17 and V-3 fit all 1946-50 cars with one-piece windshields without dividers except 1948-50 Hudsons and 1947-50 Studebakers.

VKA-5425 Bracket provides Roof-Mounting Center Support.

VKA-5425 ROOF-MOUNTING BRACKET for use with MODELS V-15, V-16 and V-1, V-2, to provide for installation on cars having one-piece windshields without dividers. **60¢** List each.

CASCO CASCO PRODUCTS CORPORATION
BRIDGEPORT 2, CONNECTICUT

FOR NEW AND UNUSUAL AUTOMOTIVE ACCESSORIES, WATCH CASCO



See them both at the
SOUTHWEST AUTO. SHOW
San Antonio Coliseum • San Antonio, Texas
March 23rd-26th • Casco Booth No. 92
Supervised by Southwest Representatives,
Harris, Frazier Co., assisted by Wally Powell

Southeast Repr: LAWRENCE M. HIRSIC & CO.
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIC FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

In Southland Chevrolet, Miami, Fla., is the broadcast of University of Miami football games, in cooperation with three other Chevrolet dealers, B. F. Brady said.

Nabors Motor Co., Columbus, Miss., tried a 15-minute program on which several members of the staff—from owner to porters—were interviewed. The employees enjoyed appearing on the program and their appearance gave the program a personal touch and really introduced the men to the prospective customers.

"The program is bringing us busi-

ness that we could never have gotten in any other manner," said Owner Louis Nabors. "It has attracted car owners from a 40-mile radius." The program was scheduled for the breakfast hour when people were more apt to be listening and planning the day's activities, Nabors said.

Studebaker Miami Motors, Miami, Fla., uses half-hour programs of popular singers and orchestras by transcription, with about five minutes of commercials stressing friendly service. Like other ads used by the company, the commercials emphasize the location

of the shop and the telephone numbers. Service volume increased about 25 per cent during the first three months of the program, A. E. Christopher said. He believes radio is especially effective in a city that has a large tourist trade.

Billboards have found favor with many service shops. The safety theme is perhaps the one most frequently used to attract attention.

Both Shaw Brake Service in Jackson, Miss., and Ted Nelson Brake Service in Houston, Texas, reported good results from billboards placed at busy corners.

Then there are innumerable miscellaneous promotion tools—blotters, key rings, calendars, stickers, match books. The variety is endless.

He Tries Napkins

One such tool that is rather unusual is employed by Morton-McClary Motors, Inc., Knoxville, Tenn. When a mechanic finishes a job, the last thing he does is to lay a large white paper napkin in the driver's seat.

Printed on the message in big red letters is the comment, "We always try to leave your steering wheel clean, but as a precaution we place this napkin to save your hands or gloves." The firm's name and address are printed in blue.

"I had some napkins printed and one day I thought I would stand back in the service department and watch results," said President Ben A. Morton, Jr. "After a California car was serviced, the mechanic placed the napkin on the seat. When the driver saw it, he smiled and said, 'Well, this is the first time I've seen anyone think of the driver that way; it's a good idea.'

"Others complimented it and we are pleased with the results. Just little things like that can go a long way in good will and promotion of service."

The personal touch and the policy of letting the customer arrange things his way whenever possible are always helpful in service promotion. Ivy Russell Motor Co., Inc., Houston, Texas, sends out a letter to all new and used car buyers to emphasize both these points. The letter says, in part:

"Just as you have your favorite barber, waiter or salesman, your service salesman can assign you to a mechanic of your choice and have him give your car his personal attention at all times. At any time that your car is being worked on, you can discuss your problem with the individual mechanic you have chosen and observe the type of

*An OUNCE of Prevention



Oil-Dri REG. U.S. PAT. OFF. ABSORBENTS

Absorb all types of Oils, Greases
and Fats plus Water Solutions
from oil-covered floors.

EASY TO USE

Just spread it on grease spots

ECONOMICAL

Saves time, saves maintenance expense—can be used again and again

REDUCES INSURANCE PENALTIES

Recommended by insurance companies and safety organizations



- Factories • Machine Shops
- Service Stations • Garages
- Grease Pits • Repair Depts.
- Power Plants • Elevator Pits
- Kitchens • Food Plants
- Restaurants • Taverns
- Breweries and many other uses.

Check these Advantages

1. Reduces slipping hazards
2. Reduces fire hazards
3. Improves floor conditions
4. Reduces maintenance labor costs
5. Reduces insurance penalties
6. Improves working conditions
7. Permits safer, easier, faster, walking on plant floors
8. Improves plant house-keeping

Manufactured Exclusively by

Oil-Dri Corporation
OF AMERICA

520 N. MICHIGAN AVE.
CHICAGO 11, ILLINOIS



Have you ever seen a coil with high blood pressure? Low-speed truck engines bring on that excess heat and strain, and p-f-f-t, the coil is out like a light.

So here's Blue Streak's solution to the truck coil problem: a super air-cooled coil that dissipates heat as fast as it's generated. The coil case is made of aluminum, which quickly conducts the heat from the coil winding to the outer surface. The fins are extra large to pro-

vide the greatest possible cooling surface, and they are arranged horizontally, so that the air currents from the fan swirl around them.

Along with this coil, there's a heavy duty condenser, especially designed for precise teamwork in the truck engine. Here's a team you can't afford to be without. It's important for your motor jobs, and insurance for your reputation.

better your business...buy Blue Streak

STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950

honest and skilled labor he gives your automobile.

"We shall be looking forward to seeing you again soon, and if you will work out the above arrangement with one of our service salesmen, we know you will appreciate the type of personalized service we will be able to render. You will indeed be surprised at the interest your mechanic will take in the operation of your car."

Today nobody would try to operate an automotive repair shop with a screwdriver, a pair of pliers and his bare hands. The need for many

"tools of the trade" is universally recognized. But the "tools" of service promotion can be just as important in operating a successful service business.

Smith Named at Winchester

Robert E. Smith, Pontiac dealer, has been elected president of the Winchester, Va., Automobile Dealers Association. David L. Kinter, De Soto dealer, is vice-president and John O. Chapman, Chrysler dealer, is secretary of the Winchester association.



National PARTS CREATE MORE Repair Business for YOU!

- They Can Be Sold When A Major Repair Can't Be
- Can Be Installed Before Major Repairs Are Needed
- Fast, Easy Installations, You Can Handle More Jobs

You can multiply your PROFITS by installing National Parts & Assemblies, because they create more repair business. The unique features of National Parts prevent the need for major repairs. These low-cost, preventive repairs can be sold easily at the first sign of lubricant leakage, noise and vibration around the "U" joint, ball-housing and ball seat.

Saves Buying New Drive Shaft.



Repairs Worn Drive Shaft and Seal.

CAN BE INSTALLED IN ONE HOUR Without Tearing Down Differential

Pat. No.
2,403,520

DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Assembly drives over shaft flush with end of housing. New front bushing in assembly fits over the "U" joint. Sell with every transmission and "U" joint repair job.

- Provides Greater Bearing Surface
- Eliminates Oil Leaks from Transmission
- Prevents Dilution of Diff. Lubricant, Due to Trans. Oil Leaks
- Stops Excessive Vibration and Whipping in Drive Shaft caused by Loose Bearings.
- Enables Repair to be made without Replacing Drive Shaft.

Now 6 Different Bushings to Fit All Models of All Chevrolet Cars and Pickups, 1930 to 1949; Pontiac Cars 1933 to 1936; GMC 1934-36 Pickups; and most GMC Pickups, Models 1939 to 1949.

DRIVE SHAFT HOUSING REPAIR UNIT K 400

Pat. No. 2,405,541

Saves Buying New Drive Shaft Housing. Repairs worn drive shaft housing. Prevents damage to drive shaft, "U" joint etc. caused by wear. Precision ground for Chev. Cars & Pick-Ups; Most GMC Pick-Ups.

Sold Nationally by Leading Automotive Wholesalers. Write or wire for full information.



Saves Cost of a New Transmission Case Assembly. Keeps ball housing in line with drive shaft housing. Chev. Master '29-'49 Cars, Pontiac '33-'36, Chev. '29-'49 1/2 and 3/4 Ton Pick-Ups; Most GMC Pick-Ups.



UNIVERSAL JOINT BALL HOUSING KITS
Accurately machined, inside and out. Repairs worn drive shaft housing. Stops excessive wear & vibration between drive shaft housing, ball housing & trans. case. Most Chev. Cars & Trucks, '29-'49. Most GMC Pick-Ups, Pont., '33-'36.

CLIP AND MAIL COUPON

Please Send Me Complete Information About the National Line.

Name:
Address:
City:

5-3

State:



NATIONAL MACHINE WORKS, INC.

AUTOMOTIVE PARTS MANUFACTURERS

P. O. BOX 4305

OKLAHOMA CITY 9, OKLA.

U. S. Rubber Co. Tries Nylon Cord in Tubes

A NEW AUTOMOBILE inner tube with a nylon cord has been developed by United States Rubber Co.

Reinforced with two plies of nylon cord and designed for maximum protection against the hazards of sudden deflation due to punctures or blowouts, the tube has a reserve strength almost equal to that of the tire itself, said Dr. A. W. Bull, director of tire development. By greatly increasing the resistance to road shock and rupture, it gives practically eight-ply safety to four-ply tires, Bull said.

In the event of a puncture, he said, the nylon construction built in to the wall of the tube squeezes rubber around the puncturing object, preventing sudden flats and permitting only a slow leakage of air.

As a demonstration of the tube's exceptional strength, a car equipped with only the new tubes—without tires—was run for miles without failure or loss of air. In another test, a tire was deliberately gashed and run with the tube exposed to the road for 150 miles without failure of the tube. Ordinary tubes in the same test blew out in less than 15 miles, company engineers said last month.

"Wildecat" Drilling Hits New High During 1949

A N ESTIMATED 7,250 "wildecat" wells were drilled by the petroleum industry in 1949, the greatest number in any one year since the discovery of oil in 1859, according to the American Petroleum Institute.

"Wildecat" wells are the test wells which the oil men drill in the course of exploring new or unproved territory in this country. The petroleum industry invested more than \$350 million in drilling these wells last year. Since only one out of five was a producer, the average cost of finding a productive "wildecat" well was about \$250,000.

Blair Is Packard Director

Edwin F. Blair, New York attorney, was elected a director of Packard Motor Car Co. last month. He fills the vacancy caused by the recent retirement of George T. Christopher.

Chefford President Dies

Benjamin Frankel, president of Chefford Master Manufacturing Co., Fairfield, Ill., died recently in Miami, Fla. He was 57 years of age.

Let's Talk

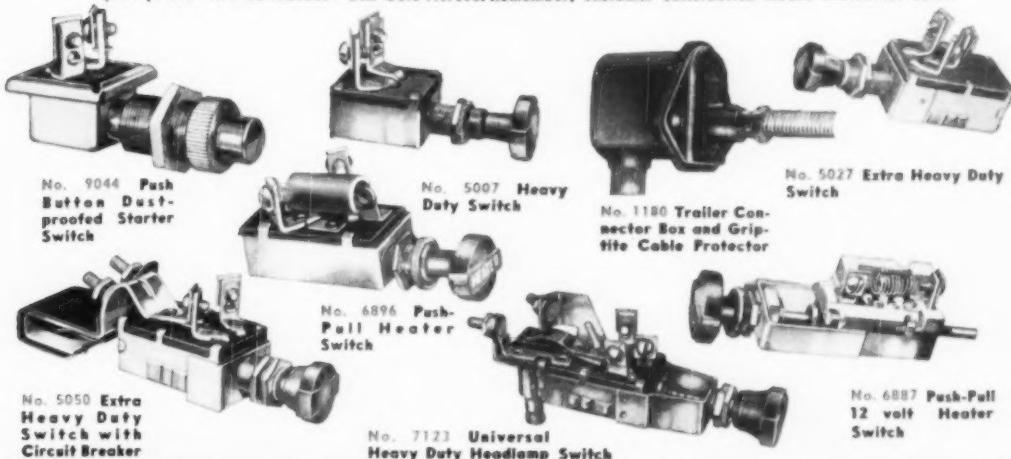
ABOUT *Quality*

& ITS RELATION TO YOUR SALES



COLE-HERSEE makes the finest switches you can sell!

Cole-Hersee replacement switches meet the specific requirements of leading manufacturers and are constructed to SAE standards. They are original equipment. Guaranteed for Quality and Ruggedness. Engineered for Performance and Dependability, the name Cole-Hersee is your assurance of top quality. Sell with Confidence—Sell Cole-Hersee. Remember, customer satisfaction means continuous sales.



COLE-HERSEE CO.

20 Old Colony Ave., Boston 27, Mass.

Headlamp Switches
Panel Switches
Plugs & Sockets
Door Switches

Manufacturers of
Starter Switches
Trailer Connectors
Push-Pull Switches
Pilot Lights

Master Switches
Toggle Switches
Peglight Switches
Fuse Blocks

100—Luggage Carrier

The Car Caddy luggage carrier, which is attached to the car by a clamp in the drain channel, has been announced by The Car Caddy Corp., 2318 33rd St.,



New PRODUCTS AND CATALOGS

Long Island City 5, N. Y.

The carrier is constructed of tubular steel and may be painted to match the

car. It is also available in chrome finish. Rubber contact points prevent damage to top of car. The unit collapses for easier storage.

101—Drop Light

A drop light with a permanent magnet inserted in base of rubber housing has been placed on the market by Magne-tix, Inc., 101 S. Van Brunt St., Englewood, N. J.

The magnet makes it possible to fasten the light to iron and steel surfaces, even though they are covered by paint, enamel or grease.

The bulletin issued recently by the manufacturer stated: "The light has heavy duty rubber cable in 25' and 50' lengths. Guard and reflector are sturdy built."

102—Transmission Kit

Kits containing in one package most parts required for transmission rebuilding jobs have been announced by Service Gear Co., 1736 S. Michigan Ave., Chicago 16, Ill.

Each kit includes popularly replaced gears, bearings, small parts and gaskets.



individually packed and labeled. If any individual part is not used, it can be placed in stock in its original package. Eight kits are said by the manufacturer to service popular cars.

SILOO

contains
TRILEUM*

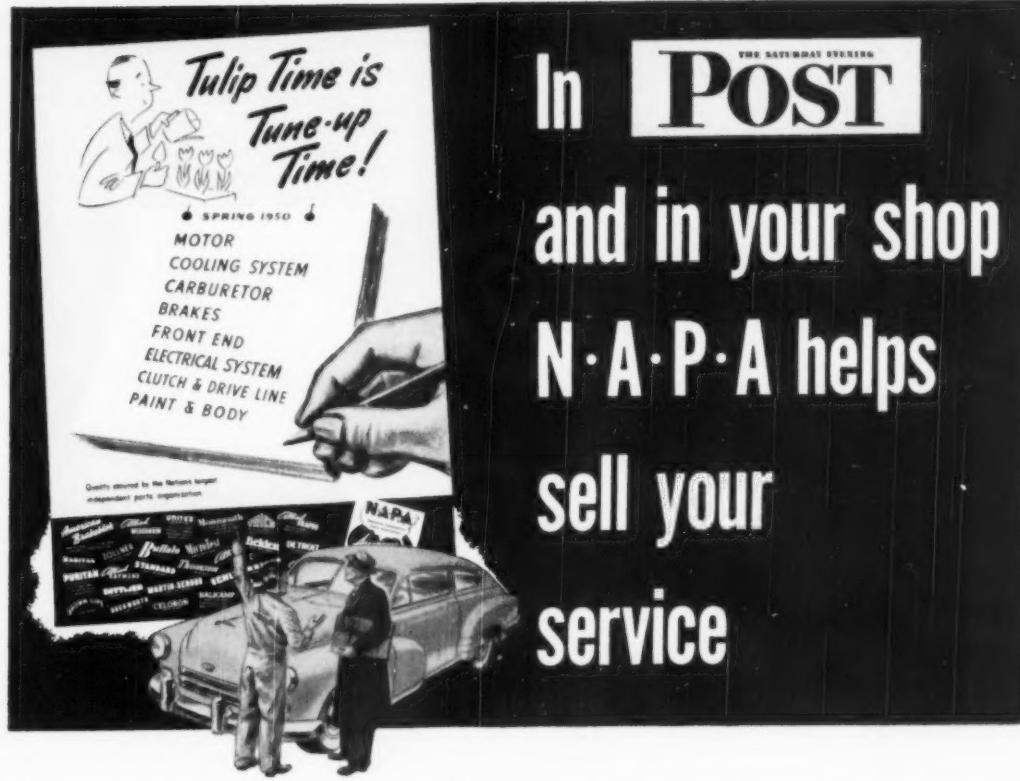
SILOO—for break-in, tune-up and maintenance—is the only product of its type containing TRILEUM—an exclusive compound developed in the laboratories of the Petroleum Solvents Corporation. It makes always-dependable SILOO more effective than ever.

SILOO is another way of saying dependability. SILOO products—compounded for specialized use—have built up a reputation unexcelled in automotive and industrial markets. An 18-year record of research, leadership and service is your assurance that you can depend on the name SILOO.

*For more information on remarkable TRILEUM—write for Engineering Report #248.

PETROLEUM SOLVENTS CORPORATION
Special Solvents for Automotive and Industrial Use
General Offices: 331 Madison Ave., New York 17.
Plant and Laboratories: Port Reading, New Jersey
Petroleum Solvents Corp. of Canada, Ltd., Montreal

SEE US AT SOUTHWEST AUTOMOTIVE SHOW—BOOTH 75



• This spring, NAPA advertising in The Saturday Evening Post is urging car owners by the million to *see you* for an honest-to-goodness "Tulip Time Tune-up" with parts that bear the NAPA Seal.

And to help you actually nail down the sales right in your own shop, your NAPA Jobber has something special. There's the giant poster above for your wall or window. It lists the things that

need to be checked—it repeats the message seen in The Post—it puts the power of NAPA's national sales story right into your hands.

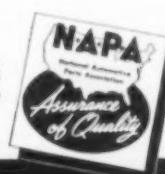
Besides the poster, there's additional material to help you sell more jobs to more car owners. Your NAPA Jobber has it all. Talk to him about it now!

"Your NAPA Jobber is a Good Man to Know!"

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

N·A·P·A

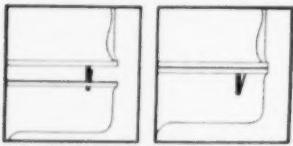
is the largest Independent Parts Organization in the Industry!



103—Guide Stud

A tool which is said to hold the gasket and pan in position while the mechanic drives the crankcase bolts is now being marketed by Zephyr Manufacturing Co., 201 Hindry Ave., Inglewood, Calif.

Called crankcase guide studs and best



Stud Guide Pan and
Gasket in Place

Spring Returns Gasket
While Bolts Are Driven

used in pairs, the studs are screwed into bolt holes in opposite sides of the block. Gasket and pan are slipped over the studs and held in place by the "umbrella-type" spring. Studs are available with 5/16-18 threads for passenger cars except Chevrolet, 1/4-20 for Chevrolet engines and 3/8-16 for truck engines.

104—Screw Starter

A screw starter with a nylon handle, said to be suitable for electrical work and other automotive jobs, has been placed on the market by the Herbrand Division, Bingham Herbrand Corp., Fremont, Ohio.

"The starter is easy to cock and lock, with sharp, milled teeth under powerful

MIKE THE MECHANIC SAYS:

DON'T GUARANTEE THAT CLUTCH JOB

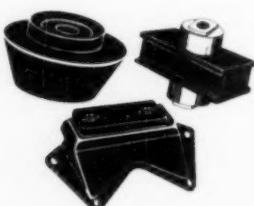
Until You've Checked the Motor Mounts

"No sense in taking any chances. I had a case the other day that backfired louder'n a firecracker. The fellow came bustin' back wondering what kind of a clutch job we did on his car. And you could'a hit us over the head with a jack — cause the guy was right. No, the clutch was OK! But the old clutch was so bad and noisy, we didn't notice how far gone the mounts were. So we found out the hard way — that you can still have clutch chatter even with a new clutch. Now, we give motor mounts the once-over before that car leaves our garage."



INSTALL STEELASTIC MOTOR MOUNTS

Bronze plated metal gives permanent adhesion of rubber to steel. Steelastic mounts have this feature.



The Anchor Line is the PROFIT Line

ANCHOR RUBBER PRODUCTS, INC.
1725 LONDON ROAD • CLEVELAND 12, OHIO



spring pressure for sure grip," a company announcement said. "When screw is seated or sufficient torque is developed, it automatically releases by recocking." Two sizes are available, with 6" and 9" handles.

105—Testing Equipment

A 16 page catalog, illustrating and describing several improved testers as well as earlier models, has been issued by Sun Electric Corp., 6331 Avondale Ave., Dept. A, Chicago, Ill.

The illustration shows some of the new testers listed. At upper left is an im-



proved resistance unit, with the 6- and 12 volt dry plate selenium full wave rectifier battery charger at upper right. A portable tachometer is at lower left and a power tuning light at lower right.

106—Merchandiser

A service merchandiser, featuring a low vertical dimension to permit installation at window openings, has been placed on the market by Kent-Moore Organization, Inc., General Motors Building, Detroit 2, Mich.

Standard units consist of a 4' work bench, center tool panel, two end storage



cabinets and decorative trim wings. Completely assembled, it measures 53 3/8" high, 97 3/8" long and 32" deep at the bench.

107—Brake-Shoe Chart

A chart which is said to give quick identification of brake shoes for all passenger cars and popular Ford and Chevrolet trucks has been issued by the Automotive Division, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

All the mechanic has to do is match the shoe silhouette with the silhouette on chart BU-190, as it is identified. Proper lining set can be determined by comparing size of arc and position of rivet holes.



LET'S GO, BOYS...
GET INTO BONNEY'S

\$5000.00
MECHANICS' JACK-POT

1507
PRIZES

The MECHANICS' JACK-POT is a different kind of contest. Absolutely no purchase is required to enter—no box tops, no coupons. (You don't even have to be an owner of Bonney Tools!) All you have to do is complete this sentence in 25 words or less:

"I PREFER BONNEY TOOLS BECAUSE . . ."

Your chance of winning is every bit as good as the next fellow's. Just read the rules, complete the entry blank attached to this ad, and mail it to MECHANICS' CONTEST, BONNEY FORGE & TOOL WORKS, P. O. BOX 831, ALLEN-TOWN, PA. The important thing is to send in your entry now.

READ THESE RULES CAREFULLY

1. The contest is open to all mechanics and mechanics' helpers in the continental United States.
2. The following are not eligible employees of Bonney Forge & Tool Works and members of their immediate families, employees of any Bonney sales organization, distributor or jobber, employees of the Bonney Forge & Tool Works' Advertising Agencies.
3. All entries must be postmarked *not earlier than March 1, 1950 and not later than May 31, 1950*. Address your entry to: Mechanics' Contest, Bonney Forge & Tool Works, P. O. Box 831, Allentown, Pa.
4. The entries will be judged for originality and aptness of thought. Duplicate prizes will be awarded in case of ties. The decision of the judges will be final. Entries will not be returned, and all become the property of Bonney Forge & Tool Works.

5. Contest winners will be notified by letter no later than June 30, 1950. Winner lists will be available on request to contestants who send in stamped, self-addressed envelopes.

6. Each contestant is limited to one entry. If more than one is sent in, only the first entry received will be considered.

YOU CAN WIN ONE OF THESE BIG PRIZES

First prize	\$1000.00	Fourth prize	\$100.00
Second prize	500.00	Fifth prize	50.00
Third prize	100.00	Sixth prize	50.00
Seventh prize	\$50.00		

PLUS 100 prizes of \$15.00 Tool Purchase Certificates

PLUS 400 prizes of \$11.00 Zenel Open End Wrench Sets

PLUS additional prizes of Bonney Tie Clasps for the next 1000 best entries

ENTRIES MUST BE POSTMARKED NOT LATER THAN MAY 31st

OFFICIAL ENTRY

BONNEY FORGE & TOOL WORKS
P. O. Box 831, Allentown, Pa.

MECHANICS' JACK-POT CONTEST

"I prefer Bonney Tools because . . ."

BONNEY
TOOLS

BONNEY FORGE & TOOL WORKS



ALLEN-TOWN, PENNSYLVANIA

NAME _____

Street _____

City _____

State _____

I work at _____

My Bonney Jobber is _____

In order to help your Bonney Jobber Salesman participate in this contest, ask him to help you with your entry statement and, if he does help you, enter his name here.



Please send me additional information on the following New Products described in the March, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL.

No. No. No. No. No.

Name (please print)

Company

Position

Number and Street

City

Postal Zone

State

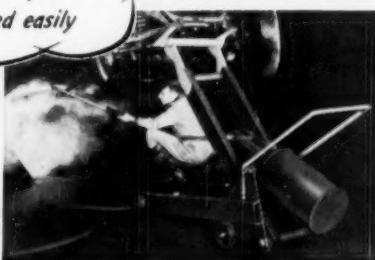
Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,
806 Peachtree St., N. E., Atlanta 5, Ga.

AUTOMATIC ONE-END LIFT

CAR DEALERS • GARAGES • PAINT SHOPS • SERVICE STATIONS

STEAM CLEANING...
only one of many uses
for the AUTOMATIC one-end lift
...another profitable job which
can be handled easily

**THIS MONEY MAKER
PAYS FOR ITSELF
IN SIX MONTHS**



SOME OTHER USES

Undercoating
Body and Fender Work
All Under-car Repairs
Automobile Painting
Rebushing Front Ends
Shock Absorber Work
Packing Wheel Bearings
Changing Mufflers
Grinding Crankshafts
Replacing Gas Tanks

safe... Can locked Steel on Steel at any of SIX working heights.

sturdy... Constructed of welded steel members and tested to twice its rated capacity.

versatile... Use it on any of the jobs listed above and many more. It often takes the place of a full size lift.

convenient... Portable. Takes only about 2½' by 6' space.

economical... One hour labor saving per day will pay for it in six months. Low air consumption.

WRITE TODAY FOR CATALOG 268-B AND PRICE LIST.

AUTOMATIC STEEL PRODUCTS, INC.
CANTON 6, OHIO



AUTOMATIC ALL-PURPOSE GRINDING WHEELS for Valve Seat Grinding



One Automatic Valve Seat Grinding Wheel
rough grinds and finish grinds both hard and
soft valve seats. Ask your jobber about them.

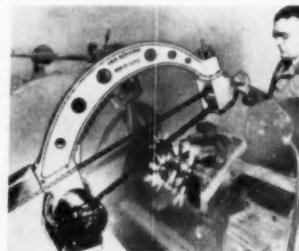
108—Exterior Mirrors

Exterior mirrors in round and oblong styles, designed especially for 1949 and 1950 models, have been announced by The Robert Co., Norwalk, Conn. Installation on most cars is by clamp-on arrangement, a company announcement stated, or the same base can be converted for bolt-on mounting, if the owner prefers.

109—Lap Finisher

An attachment which reportedly laps a precision finish of 3 to 7 micro-inches on crankshaft journals in 5 to 10 seconds has been introduced by the Van Norman Co., Springfield, Mass.

The Van O'Life finisher, as it is called, is easily attached to crankshaft regiments



and counter-weighted so it may be pulled down into working position or swung up out of the way. It is operated by a totally enclosed motor which is controlled by a foot switch.

110—Spark Plug

A line of shielded spark plugs, said to be available in conventional sizes except 10mm, has been announced by Champion Spark Plug Co., Toledo 1, Ohio.

Plug design permits the exact duplication of heat range and performance of the corresponding unshielded plug, the manufacturer stated. The plugs give lower fire hazard where explosive fumes may be present and resistance to moisture in exposed installations. Accidental shorting and flash-over due to dirty or wet insulators are said to be eliminated by the design of these plugs.

Standard checking and cleaning procedures can be used in servicing the shielded types and ordinary installation techniques should be employed.

111—Lubricator

The "Thirty Fifty" portable lubricator, powered by a full size double-acting pump, has been introduced by Ato Equipment Corp., Bryan, Ohio.

An automatic oiler keeps pump lubricated and swivel on control handle allows 360° rotation horizontally and vertically. Control nozzle gives operator choice of controlled shot or continuous flow. Cabinet holds original drums of up to 50-lb. capacity or 60 lbs. bulk lubricant, according to the manufacturer.

IMAGINE! EVERY TIME YOU SELL THIS
AMAZING PREMIUM QUALITY "FILL
ONLY ONCE A YEAR" BATTERY

YOU "POCKET" \$9.94 FOR YOURSELF

and sales are easier and
faster to make because

Cadmidyne

built only by BOWERS gives you
two sensational talking points

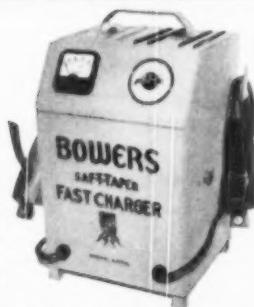


1. **"ADD WATER ONLY ONCE A YEAR!"**
2. **"Guaranteed 36 Months or 36,000 Miles!"**

YOU ARE IN BUSINESS TO "MAKE MONEY." Naturally, you want to sell the most dependable, goodwill-building products. But at the same time you ask "What's in it for ME?" Well, there's a healthy profit spread for YOU in every Cadmidyne Sale—a full 40% which allows you plenty of leeway to make a most attractive allowance for the motorist's "old battery" plus a nifty "net" for yourself. Every time you sell a Cadmidyne you pocket \$9.94. And you'll find that it takes just a few minutes to sell this amazing battery because there are plenty of motorists who will *gladly* pay the extra cost for this ADD WATER ONLY ONCE A YEAR battery. Yes, here's a written guarantee that ends all battery worries for a long, long three year stretch. Cadmidyne is GUARANTEED 36 MONTHS OR 36,000 MILES, whichever occurs first. When you stress this talking point—plus the convenient Add Water Only Once A Year, your motorists will stop, listen and buy.



Look what you're getting FREE! A really expensive piece of equipment. This FAST CHARGER has a regular dealer price of \$69.95. Just the thing to insure each battery being installed FULL OF PEP AND POWER!



DISPLAY IT
AND YOU'LL
SELL IT. Good
display is half the
selling job. You
get this sturdy,
space-saving Dis-
play Stand FREE
plus a \$9.94 3
TRIANGLE
CHARGER—
a regular \$15.20
value FREE.



BOWERS

BATTERY & SPARK PLUG CO. • READING, PA.

112—Fender Trim

A chrome-plated fender trim which is said to fit all models of passenger cars has been placed on the market by A. M. Moran Co., 2122 S. Michigan Ave., Chi-



ago 16, Ill. It is called the Metro Jet, the manufacturer said.

113—Lift Supports

Fast-action supports for use with new and old models of Rotary Free-Wheel lifts and H-beam lifts of other makes have been placed on the market by Rotary Lift Co., 1054 Kansas, Memphis, Tennessee.

The Lift All front support is an adjustable steel base or "bridge" which slides along the lift beams to desired position beneath the car. The Clear All rear axle supports are flipped down between the beams before the vehicle is driven onto the lift. When car is positioned, the supports are flipped over on top of

beams and slid into position beneath the axle with a 45° handle.

114—Bumper Jack

The "bipod" bumper jack is now available in a Service Station Duty Safe-Lift model from Auto Specialties Manufacturing Co., St. Joseph, Mich.

Among the features of the heavier constructed jack mentioned in a company



They BUY when ... you tell 'em WHY

AIRTEX

FUEL PUMPS

PERFORM Better... Longer!

AIRTEX

Anti-Pulsation

FUEL FILTERS

with the

SHOCK ABSORBER
DIAPHRAGM



- Protects carburetor needle valve and float lever against wear
- Makes frequent carburetor adjustments unnecessary
- Gives smoother operation at idle and low speeds

50,000-MILE GUARANTEED DIAPHRAGM

- Won't crack, puncture, become porous or brittle
- Stays flexible through engine heat and fumes
- Withstands -35° temperature without stiffening
- Means quicker starting, less battery drain, fewer stalls, faster get away, longer life.



PATENTED VALVE CAGE ASSEMBLY

- Eliminates internal gasket — prevents leakage caused by gasket wear
- Gives perfect seal between valve and body
- Provides instant, ample fuel flow to carburetor without back tracking



AIRTEX
AUTOMOTIVE DIVISION
Divided & Engine Accessories and Pump Manufacturers
FAIRFIELD, ILL.

announcement are: larger diameter lifting screw, larger bearing, heavier malleable iron load rest and rear leg bracket, larger diameter legs, malleable-iron feet and elimination of all welded joints.

115—Tune-Up Kit

A tune-up set, consisting of compression tester, vacuum gauge and timing light in a sturdy metal case, has been placed on the market by National Machine & Tool Co., 626 N. Mechanic, Jackson, Mich.

The compression tester has a special short shank and the vacuum gauge has a universal jointed spring clip to keep gauge in an easy to read position wherever it is attached. The timing light has a neon element.

116—Soldering Gun

A 250-watt soldering gun, said to handle work in electrical circuits, including generator commutator work, has been announced by Weller Manufacturing Co., 808 Packer St., Easton, Pa.

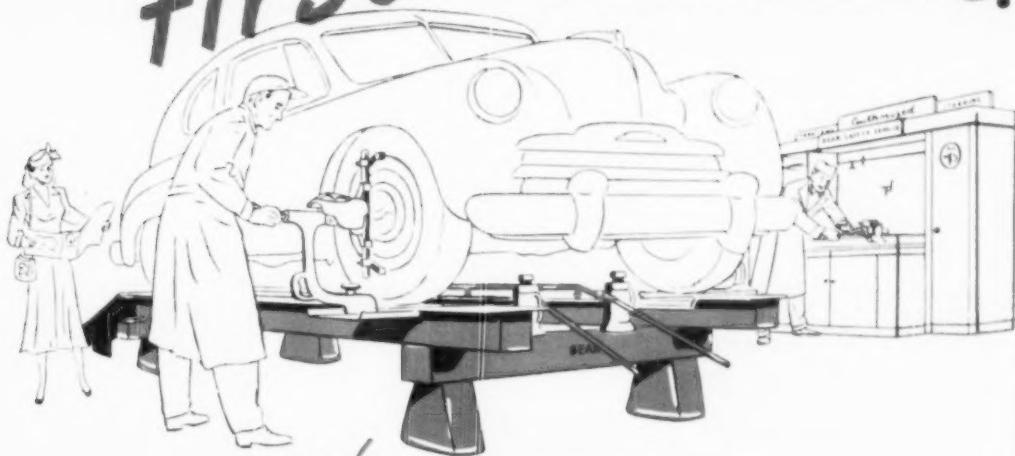
Among the features of Model WD 250 listed in a company announcement were five-second dual heat, pre-focused spotlight and an improved tip design which provides more copper in chisel-shaped head with basic structure giving it a bracing action.

117—Gasket Assortments

Three assortments of gaskets, oil seals and roll packing are now being offered by Victor Manufacturing & Gasket Co., 5750 Roosevelt Road, Chicago 56, Ill.

Assortment IV 467 consists of 17 valve grinding and oil pan gasket sets plus a handy wire display rack. Oil seal assortments offer an all-steel enameled cabinet for storage and display of stock. The three roll assortment of packing includes a wire merchandiser rack.

First... in wheel alining!



the NEW "BEAR" 195-84!

*Another Example of why "BEAR" is first choice
with Alinement Shops Everywhere!*

First

... IN MECHANIC TRAINING!

The "BEAR" SCHOOL is an EXTRA you get with "Bear" Equipment that costs you NOTHING EXTRA! Through the years it has helped thousands of mechanics to EARN MORE MONEY for themselves and for their shops!

NOW!...BIGGER AND BETTER THAN EVER!

"Bear's" new \$250,000.00 School is in operation now! Hundreds of forward looking mechanics are taking advantage of this opportunity for advancement. They are learning the theory and application of

wheel alinement, balancing, frame straightening, headlight testing, steering correction and other safety testing and adjusting services in the finest equipped school of its kind in the world!

OPPORTUNITY KNOCKS...

"OPEN THE DOOR" TO GREATER EARNINGS!

Students of the "Bear" School receive the finest instruction ever given! Graduates bring back to their shops, the latest, most modern techniques in safety test and correction work. Techniques that increase customer goodwill and assure greater earnings

for shop owners and themselves. "Open the Door" to opportunity NOW... write TODAY for enrollment details and application blanks! Address, "The Registrar of the "Bear" School"

You can make more money with "Bear"! That's why it's first choice! This new "Bear" outfit is just another example! Because this new unit features the new "Bear" Checking Heads that enable you to service the low FENDER CARS... all cars and light trucks! It puts EXTRA income in your pocket, too, by putting you in the axle and rear housing straightening business in a big profit way. Later, you don't have to buy a new outfit to get into frame straightening... "Bear" Add-A Unit Plan makes this new 195-84 a frame straightener, too!

Another example of how "Bear" leadership equips you to do a more effective selling job is the new "Bear" Double-Duty Safety Service Merchandiser and Work Bench! Here is a unit that boosts your alinement sales and at the same time, increases work efficiency. When you check all of the features —you'll find that "Bear" is FIRST every time! Write TODAY for your FREE copy of the new Bear Catalog!



"BEAR" SAFETY SERVICE



BEAR MFG. CO., DEPT. S-1, ROCK ISLAND, ILLINOIS

R-3454-R

118—Convertible-Top Fabric

A pre-shrunk fabric for convertible tops, called SP-7 "Teal" rubberized fabric, has been developed by the Fabrics Division of E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.

Pretreatment is said to cut shrinkage in both warp and filler to a new minimum. The cloth is essentially a "sandwich," with sheeting for the facing fabric, drill for the backing and a layer of neoprene between.

119—Thread Chaser

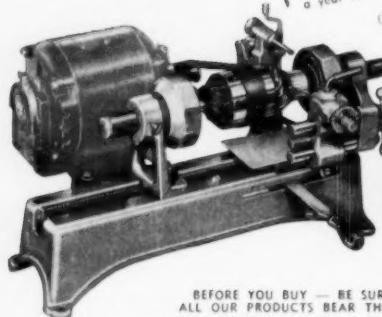
An adjustable hand thread chaser for restoring battered or crossed threads has been introduced by the Owatonna Tool

Co., 306 N. Cedar St., Owatonna, Minn.

The tool can be adjusted to diameters from 1 1/4" to 5". It comes equipped with six chaser dies which carry 16 thread pitches. With tool No. 897, as it is identified, it is unnecessary to machine parts, the manufacturer stated.



READ WHAT TRUCUT DID FOR THIS SHOP



"I have been in automotive electrical repair work for twenty-five years and have used engine lathes for armature turning purposes, also smaller armature lathes of various makes. I found the TRUCUT lathe and undercut combination far superior in quality, work, and speed."

The TRUCUT lathe has paid for itself many times. The one I am using is eight years old and I have spent less than one dollar a year for upkeep."

(Signed) Gunnar W. Wanngren
Lundberg-Carlson Garage
Minneapolis, Minnesota

TRUCUT
ARMATURE
LATHE AND
UNDERCUTTER

BEFORE YOU BUY — BE SURE IT'S TRUCUT
ALL OUR PRODUCTS BEAR THE TRUCUT LABEL

CHECK AND COMPARE THESE FEATURES

TRUCUT MICA UNDERCUTTER



A practical efficient machine for undercutting starter and generator commutators. Requires only a fraction of the time formerly needed. Driven by direct motor drive. Can be used on many fractional horsepower armatures, and many small armatures found on vacuum cleaners, electric drills, etc.

- LOW INITIAL COST
- NO COSTLY ATTACHMENTS—COMES COMPLETE
- NO MAINTENANCE PROBLEM
- DOES NOT REQUIRE TRAINED MACHINIST TO OPERATE
- NO TIME WASTED ON SPECIAL SET-UPS
- ECONOMY OF SPACE
- DOES A PERFECT JOB OF MACHINING AND UNDERCUTTING

FRANK N. WOOD CO.

SINCE 1922

TRUCUT

344 W. Main Street • Waukesha, Wis., U.S.A.

Write for Catalog SA-2

Pacific Coast Address:
1330 W. Olympic Blvd.,

Los Angeles 15, Calif.

SOLD ONLY THROUGH JOBBERS

120—Gasoline Hose

A soft, crush-resistant gasoline hose in 3/4" and 1" diameters is now being produced by United States Rubber Co., Rockefeller Center, New York 20, N.Y.

It is constructed of an oil-resistant synthetic rubber tube, two braided plies of rayon cord with built-in static wire and a neoprene cover. The hose is available with replaceable compression spring fittings or new non-replaceable couplings, the manufacturer said.

121—Wheel Spinner

A steering wheel spinner which is recessed for greater safety and convenience has been placed on the market by Bishman Manufacturing Co., Osseo, Minn.

The double brand anchor keeps the spinner rigid and the recessed construction



reduces the chance of clothing catching on the knob. The spinner is available in four colors with a metallic finish. Bands are chrome plated.

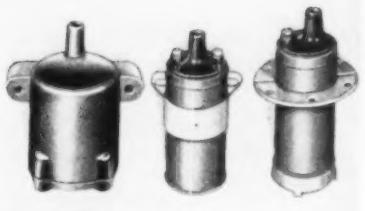
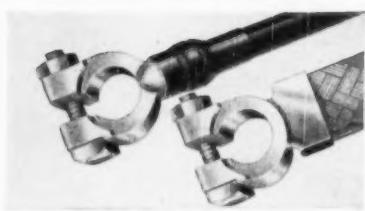
122—Cable Repair Kit

No 404-K universal speedometer cable repair kit, containing tools, cable and collars to make approximately 25 units, has



been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis, Mo.

The kit makes it possible to repair car and truck cables in ten minutes, the manufacturer stated. A refill kit, design No. 404-RK, is also available.



PACKAGED PROFITS

THE ANDREWS LINE
FOR GREATER SALES



VISIT US
AT THE
SHOW
Booth No. 302A

Attractively packaged Automotive Cables and Ignition Parts displayed in modern cabinets have powerful sales appeal. Andrews merchandisers contain fast-selling parts for the most popular cars . . . Stock is kept orderly and at your finger tips for speedier service.

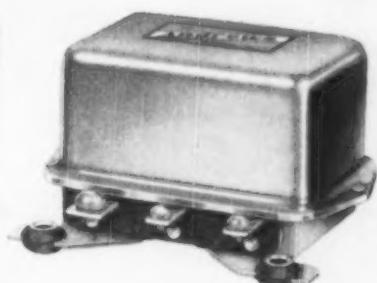
SPECIFY ANDREWS — YOUR BEST ELECTRICAL CONNECTION

Customer
Satisfaction
Since 1921

Andrews
MANUFACTURING CO.

ST. LOUIS, MO.

Merchandise
Battery Cables
High Tension Cable
Primary Cable
Ignition Cable sets
Horn Relays
Horn for Chevrolets
Battery Terminals
Ignition Terminals
Switches
Cable, Ignition — All Types
Voltage Regulators
Starter Motors
Master Switches
Summer Switches
Lock Switches
Dash Light Switches
Push Button Switches
Cylinders — Generators
Horn Relays
Light Switches, Single & Dual
Circuit Breakers
Brakes — Rinters — Caps
Condensers — Conduits
Batteries
Charge-over Starter Kits
Service Parts



123—Spray Booth

A paint spray booth which has windows along the side to aid in merchandising is now being produced by The DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio.

The lighting is designed to give illumination without glare and shadows. Large air intake filter area and an improved exhaust system are other features.

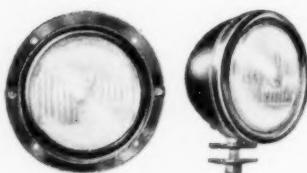
124—Turn Signals

A line of Class "A" turn signal lights, meeting new SAE specifications which require 12 square inches of luminous area, is now being produced by K.D. Lamp Co., 1910 Elm St., Cincinnati 10, Ohio; it was announced last month.

Two styles are available, KD 775 bracket or fender mounting and KD 775 flush mounting. Both have a 4 1/2" diameter and amber or red lens. Lights are of heavy-duty construction with brass silver-plated reflectors. They are finished in black enamel.

125—Lubrication Unit

The Porta-Lubette, a lubrication service and supply center on wheels, has been announced by Balcrank, Inc., Cincinnati 9, Ohio. It requires only the



**MULTIPLY PROFITS
IN YOUR SALES PICTURE!**

MARVEL MYSTERY OIL
TOP CYLINDER LUBRICATION
REINFORCED LUBRICATION
MARVEL MYSTERY OIL
HONESTLY
EMEROL MANUFACTURING CO. INC.
242 WEST 60TH ST. NEW YORK 23, N.Y.

MARVEL MYSTERY OIL!



The big job MARVEL does for your customers makes big profits for you at tune-up time. Add MARVEL to lubricating oil and gasoline, too . . . it's the famous Springtime tonic for Winter-wearied engines!



MARVEL spreads its tough, curtain film over critical engine parts . . . even in sizzling top cylinder zones. MARVEL's sensational heat-resisting armor shields valves, pistons and cylinder walls from needless friction and wear. The fineness of oil grain produced by this superior additive cuts oil drag resistance and insures vital lubricant flow throughout the engine.

Give your customers the benefits of a fast, smooth MARVEL changeover . . . you'll multiply your grease pit profits on every oil change this Spring.

EMEROL MANUFACTURING COMPANY, INC.
242 W. 60TH ST. NEW YORK 23, N.Y.

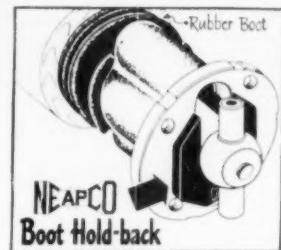


attachment of an air-coupler and has ball bearing casters for easy moving.

The 54 1/2" by 45" by 18" cabinet space contains two gear reels with 7' hose and low pressure pumps, one chassis reel with 10' hose and high pressure pump, space for three drums, piping and hose connections, a tool compartment with clips for five hand guns, a spring spray and a pistol-type oiler.

126—Boot Hold-Back

A boot hold-back device, consisting of a U-shaped steel stamping that holds the rubber boot and body back to permit easier removal and installation of the



cross pin, has been introduced by Neapco Products, Inc., Pottstown, Pa.

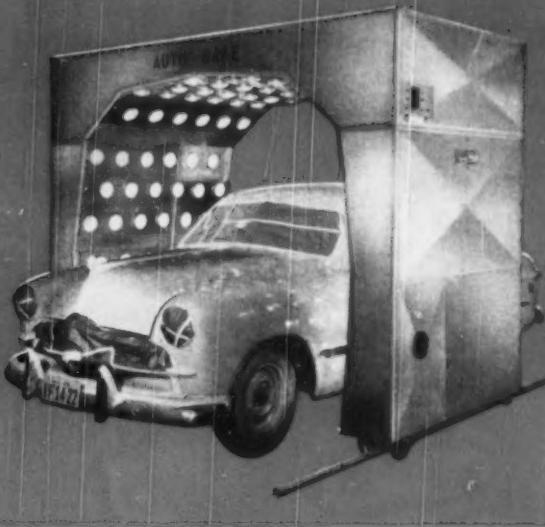
It should be installed upright and parallel to the cross pin to provide enough clearance for the cross pin tool, the manufacturer stated.

127—Ion-Exchange Unit

A portable deionizing apparatus, said to provide water equal in chemical purity to triple-distilled water for use in batteries, has been announced by Crystal Laboratories, Inc., Hartford, Conn.

The Deionizer, as it is called, weighs 5 1/2 lbs. and requires 45 square inches of floor or bench space. Plugged into ordinary alternating current and fed with raw tap water, it is said to deliver up to 5 gals. an hour. No skill is required for its operation, the manufacturer stated.

THE BRAKE SHOE AUTO-BAKE
DRIES CAR ENAMELS
TO A
FACTORY FINISH
IN
30 MINUTES



**You can turn out more jobs . . . at a lower cost per job . . .
at a higher job profit with an AUTO-BAKE**

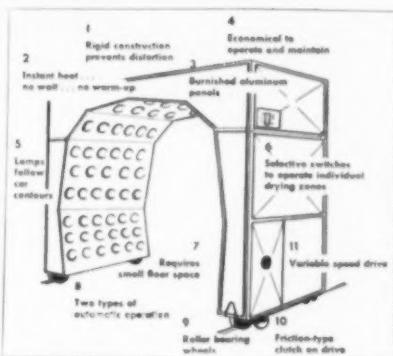
The Auto-Bake is a motorized tunnel of infra-red lamps that moves over newly painted vehicles, drying and curing the fresh coating to a dustfree, mirror-like factory finish. It does the job fast . . . 30 minutes per car, cutting time and labor costs.

It is an investment that will pay you definite dividends, because it duplicates all of the advantages of the high speed production time methods used by car manufacturers, plus giving you a compact, mobile unit engineered to fit the space, and working conditions of your shop.

Compare these features with your present drying methods, and see for yourself.

- Dries car enamels, dustfree, in 30 minutes,
- Boosts job turnover up to 30 jobs a day.
- Increases job profit by reducing job costs.
- Permits same day delivery—no storage problems.
- Duplicates Factory Finish methods—builds business.

Write for illustrated specification brochure.



SEE OUR BOOTHS 23 & 24 AT THE SOUTHWEST AUTOMOTIVE SHOW, SAN ANTONIO COLISEUM, MARCH 23-26

**AMERICAN
Brake Shoe
COMPANY**

KELLOGG DIVISION
96 Humboldt Street • Rochester 9, N.Y.

COPYRIGHT 1950, AMERICAN BRAKE SHOE COMPANY



SPRAY GUNS AND ACCESSORIES



SPRAY PAINTING OUTFITS



AIR COMPRESSORS



SPRAY BOOTHES



AUTO-BAKE OVENS

128—Service Record

A service record pad for car owners, attached to the inside sun visor by two clips, is now being produced by S. G. Raftis Co., 5561 Columbus St., Pittsburgh 6, Pa.

The pad has detachable sheets which provide space for listing all services and costs so the car owner can have a complete record at his fingertips, it was reported.

129—Filter Catalog

A catalog on its complete line of oil filters and replacement cartridges, including the magnetic oil filter to remove iron and steel particles that might damage

bearings, has been issued by Pack Manufacturing Co., West Bend, Wis. The catalog is No. 14H RI.

130—Door Catalog

A catalog describing the RolyDoor all-steel overhead garage door for residences has been issued by RolyDoor Division, Morrison Steel Products, Inc., Buffalo 7, N. Y.

The door has four horizontally ribbed sections and operates completely within the garage, the manufacturer stated in the announcement.

131—Resleeving Tool

A hydraulic resleeving tool which de-

velops ten tons of pressure and works with block in frame has been introduced by Miller Hydraulic Tool Co., Webster City, Iowa.

The tool can be operated by one man and used on wet and dry sleeves from 3" to 11" in length. The tool is self-aligning, the manufacturer stated, and can be used for reversed pulling and replacing operations.

132—Throttle Spring Display

A three color display card which holds 24 carburetor and universal throttle return springs is now available from Champ-



Items, Inc., 6191 Maple Ave., St. Louis 14, Mo. The springs are said to reduce racing of motor and help save fuel. The display is identified as No. 952 3.C.

133—Valve-Keeper Inserter

A valve keeper inserter, designed especially to replace small keepers in 1949 Ford-built motors, has been announced by K.D. Manufacturing Co., Lancaster, Pa.

The way spring steel fingers on the jaws



**They make it easy
for you to install
JOHNSON BEARINGS**

EVERY Johnson Bearing is made to the same precise measurements and of the same quality alloy as furnished for the original equipment. Then each is carefully multiple-checked for wall thickness and all dimensions before shipment from the plant. Naturally, a Johnson Bearing slips right into place with a minimum of effort. For ease of installation and assurance of a fine finished bearing job, insist on installing Johnson Bearings.

Johnson Bronze
SLEEVE BEARING HEADQUARTERS
565 SOUTH MILL STREET • NEW CASTLE, PA.



hold the keepers is shown in illustration. Horizontal extensions under the jaws align keepers evenly and make loading simpler and quicker, a company announcement stated. The tool is constructed of aluminum alloy.

134—Hose Clamp

A K.C. hose clamp which tightens with a nut is now being made available by the Blandell Manufacturing Co., 1404 Alameda Ave., Long Beach 25, Calif.

The clamp is of the wrap-around type which permits mechanics to install hose first and put on clamp later. It is designed to withstand pressures of 300 lbs. psi, a company announcement stated. The clamp is produced in seven sizes from 1" to 2 1/8".

A MAGNET FOR TUNE-UP BUSINESS



NIEHOFF WARRANTED IGNITION

NOTHING LIKE IT. The first written warranty on ignition ever offered the car owner. With it any live-wire automotive service man can increase his tune-up and replacement sales and build steady, profitable repeat business.

SATURDAY EVENING POST ADVERTISING backs you up. Car owners everywhere will read about and want this plus in ignition—that costs no more. The Niehoff 2-side metal sign, shown below, directs this business to your door.

SURE-FIRE FACTORY PROMOTION AVAILABLE TO YOU. A complete package of the smartest eye-catching promotion you ever used ties your shop to the POST advertising and brings motorists in for service.

Ask your Niehoff Jobber TODAY for full details, or write for FREE Booklet "New-BREAD 'N BUTTER Sales Plan".

C. E. NIEHOFF & CO.
4922 Lawrence Ave. Chicago 30, Ill.

See us at the Southwest Automotive Show
— San Antonio, Texas —
Booths 275-276 — March 23—26

This Outdoor Metal Sign
Ties Your Shop to POST Promotion



NIEHOFF The Best in Ignition

135—Ridge Reamer

Model 2100 ridge reamer with a range of 2 9/16" to 4 3/4" is now being produced by Anmico Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

It has a carbide cutter to remove ridges from steel-sleeved cylinders, as well as general automotive cylinders. Three-point centering is another feature. The operator can check for ridge removal without taking tool from cylinder.

neering Division of the Houdaille-Hershey Corp., Buffalo II, N.Y.

The assortment consists of 12 matched units with bushings. It is said to take care of late-model Fords and Chevrolets, as well as Plymouths, Dodges, De Sotos and Chryslers built from 1938.

The assortment is packaged in a counter display carton with display card and other merchandising aids, as well as a complete shock catalog.

136—Shock Assortment

An assortment of direct-action shock absorbers, designed especially for service stations and small operations, has been placed on the market by Houdaille Engi-

A device which chains caps of gasoline tanks to the car and prevents accidental loss has been placed on the market by Zephyr Manufacturing Co., 201 Hindry Ave., Inglewood, Calif.

NEW MONEY-MAKING MACHINE SWEEPING THE COUNTRY



NEW Model 50 PETERSON SURFACE GRINDER

Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat flywheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

DUST PROBLEM SOLVED—Exclusive "Cyclone" dust collector, supplemented by a triple fibre glass filter unit banishes dust problem usually encountered in grinding operations.

OTHER FEATURES: (1) No set up needed. (2) Any man in your shop can operate. (3) VIBRA MOTIVE action permits fast, accurate cut with little stone.

BIG DEMAND • NEW FIELD

Model "T" Days Are Over

Lightweight, high compression engines demand this new head grinding service. Nation wide survey shows 8 out of 10 cylinder heads are warped. Put a Peterson grinder in your shop. If you act now, it will put you in a new field that is wide open with no competition.

Over a Thousand Satisfied Users
Purchase PETERSON Surface Grinder
ON 30 DAY TRIAL
MONEY-BACK GUARANTEE

ALL MAKING MONEY

Average Take — \$18.00 an Hour

Follow the example of these smart jobbers who are reaping big profits with this new grinder purchased on the Peterson Money-Making Guarantee. "Use our tested merchandising plan for 30 days. If you do not make money, return the grinder for full refund. We pay the freight both ways."

Profitable in towns as small as 3,000 pop. There is one case of four machines in one town of 15,000 population, all making good money.

PROFITS PAY FOR GRINDER IN 60 DAYS

Five Man Shop
Proves Value of
Peterson Grinder

Joe Bruno, owner of Bruno Piston Ring Service, Chicago, like hundreds of other jobbers, says, "It's the most profitable operation in my shop." Installing his machine on Dec. 24, 1948, by Feb. 22, 1949, had matched his investment with profits. He now makes \$30 to \$50 per day from this machine alone.



Proof? "MY FILES ARE OPEN"
DARNEE CONFIDENT MY MACHINE IS A MONEY MAKER THAT I WILL
SEND YOU THE NAMES OF SOME PETERSON GRINDER OWNERS NEAR YOU
SO YOU CAN GET THEIR STORY FIRSTHAND OR IF YOU'RE STILL NOT
CONVINCED TO LET ME SEE MY ENTIRE LIST WRITE ME



Call, Wire or Write for Full Details TODAY

PETERSON WELDING LABORATORIES, INC.

1423 Virginia Dept. 5-1 Kansas City, Missouri

Please send me complete information about the Peterson Surface Grinder and names of owners near me. (Please check one below.)

- I buy my machine work from another company I operate my own machine shop

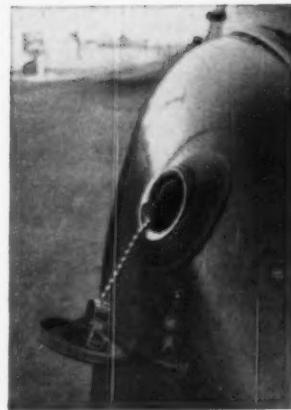
NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____

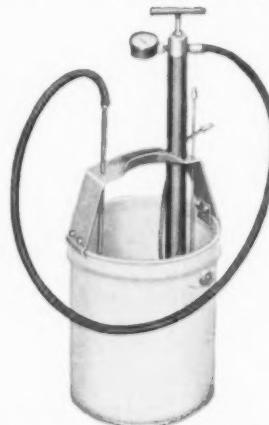


A brass spring clip anchors under the head at the neck of tanks on most cars, the manufacturer stated, and the upper clip snaps over the ears of standard gas caps. A flexible head chain permits cap to hang out of the way while tank is filled.

138—Oil Changer

Two oil changers which are said to remove oil in two minutes with only a few strokes of the pump have been announced by Bushman Manufacturing Co., Osco, Minn.

Model 905 fits 5-gallon open top pails. Model 906 fits standard 100-lb. grease



drums and is equipped with wheels for easy moving about. Both come with three bayonet, vacuum gauge and 5' of synthetic rubber hose.

139—Gasket Assortment

An assortment of water pump outlet gaskets, containing ten each of the eight most popular sizes, has been placed on the market by McCord Corp., Detroit 11, Mich.

The gaskets are in a display and stock cabinet which gives numbers and applications on the outside for easy reference. Each type of gasket is packaged individually and marked with easy-to-read identification.

**HERE'S LIGHT ON
FILTER SALES
& PROFITS IN**

***W'DD**



wix
TRADE MARK REG.

FILTERS • FILTEREFLS

WIX ACCESSORIES CORP'N • GASTONIA • N.C.



VISIBLE DESTRUCTIVE DIRT—that's the new, big Oil Filter selling theme WIX is spotlighting nationally this year! You'll find it repeatedly in 1950 in the Saturday Evening Post and Collier's, and in the big-time farm consumer books—Country Gentleman, Farm Journal, Successful Farming and Progressive Farmer!

It highlights the dramatic success of WIX Engineered Selling across America . . . the famous Cabinet Merchandiser and WIX DIRTector that have brought Oil Filter service sales out of the dark, into one of today's brightest profit opportunities for Dealers everywhere! A literal pump-side sales counter and equipment that sells Filters, sells Cartridges and sells Oil. Here's everything you need—right at your elbow—Identification Chart to spot the filter on the car you're servicing . . . a fast moving stock of WIX Cartridges to service 90% of the cars on the road . . . and, a shelf for your canned oil! Add the DIRTector, the sensational WIX device to SHOW your customer the

VISIBLE DESTRUCTIVE DIRT in his oil, and you've got a sales combination that blazes with money-making action! Ask for the facts.

CANADIAN FACTORY: WIX ACCESSORIES CORP. LTD., 11 Wabash Ave., Toronto 3, Ont.

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950

News Briefs

(Continued from page 79)

nning boards are seven feet three inches long and 9½ inches wide. Red running lights are fitted into the running boards fore and aft. Tires are 8.20 by 15 with white sidewalls.

The curb weight of car No. 1 is 6,163 pounds, compared with a curb weight of 4,457 pounds on standard sedans.

Each of the limousines will have two fresh-air heaters, one under the hood for the driver and one fitted into

the trunk for passengers. The rear heater is connected to the radiator with tubes and a special fresh-air inlet protrudes above the top of the rear deck.

The top of the car is covered with pyroxalyn Landau grain coated fabric, adding to the custom appearance of the vehicle.

The president's car, as well as three other limousines, has been fitted with gold-plated appointments in the passenger compartment, which is separated from the driver's compartment by a glass partition. The remaining

five limousines have chrome-plated appointments. All ten cars are painted black and each has two extra folding seats.

In the president's car and three other limousines, there are special fitted cases of brown lizard skin recessed into the sides of the compartment, including a thermos case for water and coffee, writing case with gold pen, cigar and cigarette case and armrest cigarette case for added convenience of the passengers.

The upholstery is of gray, shadow-stripe broadcloth with gray grain metal garnish mouldings.

Two standard radios, one for the driver and one for the passenger compartment, are installed, and an inter-communication system permits the passengers to talk with the driver or the unit.

Rear windows and the glass partition separating the two compartments can be controlled by push buttons above the left arm rest in the passenger compartment.

Visit PAR
BOOTHS...260-261
SOUTHWEST AUTOMOTIVE SHOW, SAN ANTONIO,
MARCH 23-26

A hand holds a small car engine, symbolizing the company's focus on automotive parts.

LEARN HOW LEADING SOUTHERN JOBBERS BUILD SALES VOLUME WITH THE COMPLETE FAST SELLING PAR LINE

BY COMPARISON—YOU'LL BUY PAR



LYNCH
CORPORATION
PAR COMPRESSOR DIVISION
TOLEDO, OHIO



Truck Reference Book Is Issued by NADA

A 450-PAGE Truck Reference Book, containing listings on trucks manufactured from 1940 through current models, has been published by the National Automobile Dealers Used Car Guide Co.

The book contains such information as year model descriptions, advertised delivered prices, serial-number locations, gross vehicle weights, tonnage ratings and similar data.



Only Hudson Dealers Have These Exclusive Features for '50!



HERE'S the franchise that offers you better sales through better value for the money . . . real profits for wide-awake dealers!

HUDSON has the only completely new car of the year . . . the new, lower-priced HUDSON Pacemaker. The medium-priced Super Series and the deluxe Custom Commodore Series round out the line—each at down-to-earth competitive prices in its class . . . each a *plus value* for the money and all together covering over half of the total new-car market!

And every HUDSON has these exclusive features: Monobilt body-and-frame* with recessed floor . . . lowest center of gravity in any car . . . roomiest interior on the road . . . exclusive high-compression engine . . . authentic streamlining without bumps, bulges, and excess weight!

All this adds up to "most room—best ride—safest" for "The New Step-Down Ride" . . . an entirely new sensation in motoring . . . the surest, safest hug-the-road ride ever known!

If you're out to make more money in 1950, you want the features the public wants. And HUDSON has them—in combination with a Sales Agreement second to none. Find out how *you* can step up sales and profits with "The New Step-Down Ride": write, wire or phone C. A. J. Hadley, Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan.

HUDSON SAYS IT WITH \$\$\$

NOT—

MOST FOR YOUR MONEY IN A HUDSON

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950



40 YEARS OF ENGINEERING LEADERSHIP

A few of the more than 80 important advances pioneered by Hudson

- 1909 Fluid-Cushioned Clutch
- 1916 First Super-Six, high-compression engine with compensated inherently balanced crankshaft
- 1926 First steel bodies built on a production basis in own manufacturer's plant
- 1935 Gearshift control at steering wheel
- 1936 Patented Triple-Safe Brakes (hydraulic and reserve mechanical systems from same pedal, plus parking brake)
- 1948 Monobilt body and frame*, an all-welded unit with recessed floor and exclusive "step-down" design
- 1949 Super-matic Drive—no-shift driving, economical overdrive

Go Places with **HUDSON** . . . the Great Pioneer!

*Trade-mark and patent pending

HUDSON

MOST ROOM!

BEST RIDE!

SAFEST!

NOW... 3 GREAT SERIES

Lower-Priced
Pacemaker

Famous
Super

Custom
Commodore

ONLY CARS WITH "STEP-DOWN" DESIGN

Nash Elects Romney Vice-President

GEORGE ROMNEY, formerly managing director of the Automobile Manufacturers Association, has been elected a vice-president of Nash-Kelvinator Corp. He has been assistant to Nash President George W. Mason since March, 1948.

Romney was named Detroit manager of the AMA in 1939 and elected managing director early in 1942. During World War II he was managing director of the Automotive Council

for War Production and a member of the Labor Management Committee of the War Manpower Commission for the Detroit area.

In 1946, 1947 and 1949 he was United States employer delegate to the 18-nation conference of the Metal Trades Industries of the International Labor office.

Before entering the automotive industry, Romney was with Aluminum Company of America and represented it and the Aluminum Wares Association in Washington, D. C. He is a past president of the Washington



Mr. Romney

ADD-A-BINS
SERVICE ASSORTMENTS
GARAGE ASSORTMENTS
READY PACKS • CLUTCH PARTS
CLUTCH BEARINGS AND
FORK ASSEMBLIES
EXPANSION PLUGS
WOODRUFF KEYS
HUB BOLTS
MACHINE SCREWS • NUTS
SOCKET SET SCREWS
STOVE BOLTS • WASHERS
SOCKET WRENCH POUCHES
CONNECTING ROD BOLTS
FINISHING WASHERS
CAP SCREWS • COTTER PINS
CERVIS PINS
CARRIAGE BOLTS
LICENSE PLATE BOLTS
LOCK WASHERS
VALVE KEYS AND SEATS
WATER JACKETS
FIBRE, COPPER AND SPACING
WASHERS
SPRING CENTER BOLTS
STAR WASHERS • NUT LOCKS
BRAKE AND COM-
PRESSION SPRINGS
DRAIN PLUGS
CHOKE CONTROLS AND
WIRE
BRAKE YOKES
DOOR LATCH SPRINGS
BATTERY BOLTS
FUEL LINES
BRASS FITTINGS
COPPER TUBING
AXLE NUTS
SPINDLE NUTS
PINION NUTS
DRIVE SHAFT NUTS
STRAIGHT AND
TAPER PINS
PAL NUTS
PISTON PIN LOCK
RINGS
TRANSMISSION LOCK
RINGS • RIVETS
RUNNING BOARD BOLTS
STARTER PARTS
RADIATOR CAPS • STUDS
STUD NUTS • AXLE KEYS



Over
Fifty Seven Hundred
DORMAN
products

The Quality Line
That's Easy to Find
DORMAN
PRODUCTS

DORMAN PRODUCTS Inc.
CINCINNATI, OHIO

Trade Association Executives and a former chairman of the Trade Association Division of the National Industrial Council.

Claude L. Carrow Dies at Kinston

CLAUDE L. Carrow of Harvey Motor Co., Kinston, N. C., died recently. He had suffered a heart attack last fall from which he never fully recovered.

A charter member of the North Carolina Automobile Dealers Association, Carrow was president in 1943-44 and an active member of the board of that association at the time of his death.

Ford Promotes Manager From Kansas City

JOE B. Glass, formerly regional business management manager for Ford at Kansas City, has been appointed assistant business management manager of the Ford Division sales department.

Glass joined Ford at Houston, Texas, in 1935 and returned there in 1946 as district business management manager after three years in the Army.

Dodge Truck Appoints Tingle for Atlanta

THOMAS A. Tingle is now regional truck manager in the Atlanta area for the Dodge Division. The territory covers Georgia, Florida, Alabama and parts of North Carolina and Tennessee.

Tingle joined Dodge as district manager in the Atlanta region in 1947 after nearly 20 years of automotive experience in the South.

The manufacture of a typical car today involves over 12,000 applications of various precision gauges.



Barrett Says:

SEE THE
NEW

Sensational

DRUM-Dokter

AND

12 OTHER NEW AND REVOLUTIONARY BRAKE SERVICE ITEMS ADDED TO THE FAMOUS BARRETT LINE

BOND - TEST-R

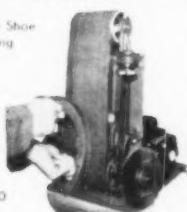
Tests bond and bonds lining in seconds



Model B-610 Bench Type \$87.50
With Work Stand and Cabinet \$130.00

SHOE CONDITIONER

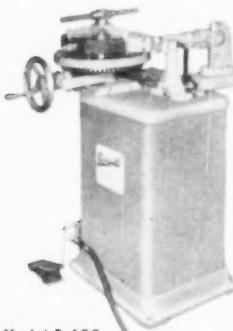
Prepares Complete Shoe for Bonding



Model B-640
PRICE \$97.50

SHU-STRIP-R

Removes Bonded or Riveted Lining from shoes in a few seconds. Handles 9 to 14 inch shoes.



Model B-620
Bench Type \$375.00
Floor Type \$440.00

UTILITY BONDER

Lowest Priced Universal Bonding Equipment Available.

Model B-630
PRICE \$165.00



MINIT BONDER & DE-BONDER

Handles 9 to 12 inch shoes. Constructed for multiple installation to meet production requirements.

Model B-600
PRICE \$99.00



LINING SIZER

Pre-Fits Lining to Exact Drum Size.
Model B-630

PRICE

\$165.00



DRUM-KUTTER

With Replaceable Carbide Tip
Fits all Popular Lathes

PRICE

\$9.95

No. 41 Drum Kutter Kit

PRICE

\$9.95

No. 41 Drum Kutter

PRICE

\$2.85

No. 39 Tips (Six)

PRICE

\$3.90



No. 41 Drum Kutter Kit

No. 41 Drum Kutter

No. 39 Tips (Six)

PRICE

\$3.90

BONDED LINING REMOVER ATTACHMENT

Fits all popular lathes.
Handles 9 to 12 inch shoes.

Model B-552
PRICE

\$35.00



UNIVERSAL LINING CLAMP

Handles smallest to the largest shoe.



Model B-128
PRICE

\$18.50

DRUM-DOKTER

Most Useful, Versatile Brake Drum Reconditioner Ever Offered.



3 MODELS
AVAILABLE
Model B-500
For Bench Operation ONLY \$299.00

HAND-E-HONE

Hand Powered for Hydraulic Cylinder Reconditioning.



Model B-215
PRICE

\$19.75

DRUM SILENCER

Deads Vibration
Kills Chatter



No. 199-1
PRICE \$3.75

See Them!

SOUTHWEST AUTOMOTIVE SHOW

Booth Nos. 308 and 309

For Detailed Information Write Direct—

BARRETT EQUIPMENT CO.

The World's Finest Brake Service Equipment
21st and CASS AVENUE • ST. LOUIS 6, MISSOURI

Management Alone Sets Pace For Service, Hughes States

By JOHN P. HUGHES, II

President, John P. Hughes Motor Co.,
Inc. (Dodge-Plymouth)
Lynchburg, Va.

YOUR repair department is the one part of your business which you absolutely control.

No manufacturer of cars, parts or

accessories can give you one five-cent piece of net profit, nor can any employee give you profit of any description. . . . Your attitude and the atten-



Mr. Hughes



*for
any
nut*

on car or truck



**CP-730, CP-750 and
CP-770** wrenches are
available in handy
lightweight, metal car-
rying cases with set of
sockets and angle head
attachment.

To handle any bolt, screw or nut—to $1\frac{1}{4}$ " bolt size—there's just the right CP Air Impact Wrench—in the world's *only complete line*—with angle heads, for awkward-spot jobs, available for every size.

Controllable impact—the twist of a knob regulates power—insures running on each nut exactly to proper tightness.

Capacities: CP-730 to $\frac{5}{16}$ " bolt size; CP-750 to $\frac{3}{8}$ " bolt size; CP-770 to 1" bolt size; CP-365 to $1\frac{1}{4}$ " bolt size.

Write for full information.



AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEU-DRAULIC PUMPS

tion given this department will determine its success or failure

A miller went to his bank unexpectedly; in haste he wore his flour-covered clothes. The bank was full of people. While attending his affairs, he made contact with many people. When he left, the other customers were busy brushing from their garments flour dust which the miller left unconsciously. The unconscious influence of you and your service manager often is more important than anything else to obtain customer satisfaction and good production.

Your service manager exercises tremendous influence, good or bad, depending on the quality and ability of the man. Don't overlook his unconscious influence. It is reflected not only in your customers but in your employees as well. Careless work by mechanics begins at the top. Careless instruction, careless supervision and indifferent inspection—your management holds the key to this situation.

The success of your repair department reflects your attitude and your management ability projected through your service manager and his contacts with your customers

Human relationships in your repair department divide into two phases. First, the customer, who provides you gross profit. He will never be No. 1 man.

That shop is fortunate which has a service manager and assistants with warm, helpful natures. No job in your business is so difficult, so demanding, nor more productive than that of service salesman. These men

Editor's note: Here are excerpts from the remarks by the past president of the Automotive Trade Association of Virginia on the service panel at the NADA convention last month at Atlantic City, N.J.

NEW

STAINLESS STEEL TRIM

DIETERICH

KARVISOR

EXTERIOR WINDSHIELD SHADE • A DIETERICH PRODUCT



ADDED FEATURES



End bracket permits free vision and easy adjustment for pitch and height.



Adjustable cover plate with stainless steel leading edge.



Truss-like center bracket prevents vibration at any speed. Does not obscure view.



Roof Mounting Center Bracket fits all cars having one-piece windshields.

Trade Mark Pat. Pending

Dieterich



PRODUCTS CORPORATION

1033 SOUTH BOULEVARD • OAK PARK, ILLINOIS

represent you. They are the ones who see that customers receive the quality of service which you and your salesmen tell them to expect from your organization.

Now consider the other end of human relations in the repair department. How does the mechanic feel about it? My belief is that generally mechanics take great pride in their work. Pride in achievement goes with the mechanics of doing any job.

Mechanics are the bulwark of your business. They are human too. They have financial problems, maybe afflic-

tion or sickness at home. Maybe the man himself is unwell.

He lives by the grace of the car owner, even as you, and should remember it. He will take pride in being connected with a firm which is financially sound, morally upright and ethically correct. When your management is sold to this man, he will work his heart out.

His friendship and cooperation are most important in your business. When he came to work with you, he was sold on you, your methods and your ideals. His efforts will be

determined by how well you keep him sold.

No automobile dealership is so big that the boss cannot speak with and know the names of his individual employees. It pays off big with the boys back in the shop when the boss calls them by their names. It has never hurt a boss to feel the warmth of fellowship which goes with a kindly handshake with his employees. The little dirt which might come from the hand of a worthy mechanic can easily be washed off with soap and water, but the indelible impression made upon the heart of your fellow worker is everlasting. There will always well up in his heart a feeling he really belongs and that the boss is a good guy, sympathetic, kindly and helpful.

Your shop management works from morning 'til night with these individual powerhouses in your business. When you as the owner, operator, or both, and your shop management convey your sincerity to these men, they will respond with a quality of service, performance and cooperation which will make your success in the automobile business far ahead of any Horatio Alger story of imagination. Through all times, man has reaped the profits of his good efforts. Sow good-will bountifully and you will reap bountifully.

1949 Production Figures Set All-Time Record

FINAL official factory sales figures show that the automotive industry in the United States built a total of 6,238,088 cars, trucks and buses in 1949, the Automobile Manufacturers Association announced last month.

Establishing an all-time record, the output topped the two best previous years—1929 by 16 per cent and 1948 by 18 per cent.

Production of passenger cars increased 31 per cent over 1948 but the manufacture of trucks decreased 18 per cent. In 1949 the totals were 5,108,841 cars and 1,215,756 trucks. The previous year's production was 5,909,270 cars and 1,363,856 trucks.

Nearly six million units of the 1949 production were sold in the domestic market, the AMA said, with export sales off 36 per cent.

Vogel Heads Engineering

Howard Vogel, chief engineer of Champion Spark Plug Co., has been named to the new position of director of engineering. Roy Paton, who had been in charge of engineering production, is his assistant.



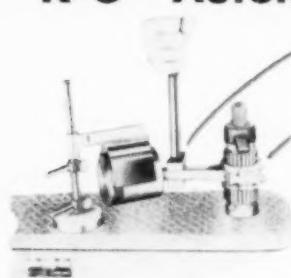
Millions of ignition contacts are installed every year as preventive maintenance. Yet, last year, there were nearly 4½ million road failures caused by ignition troubles. These facts show clearly that new ECHLIN Ignition Contacts should be installed on **EVERY** tune-up job.

ECHLIN
CONTACTS
COILS & CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

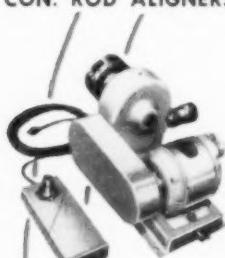
ECHLIN MANUFACTURING COMPANY
228 EAST STREET • NEW HAVEN 5, CONN.

Knock Out MORE PROFITS with

"K-O" Automotive Maintenance Equipment!



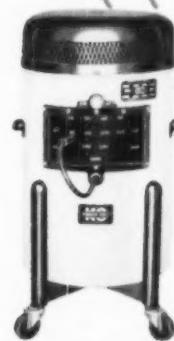
CON. ROD ALIGNERS



HONE and REAMER DRIVES



STUD WRENCHES



A-C ARC WELDERS

Pioneers in valve reconditioning equipment, K. O. Lee has always been among the leaders. This year a new "Knock-Out" Valve refacer and a new vertical Rod Aligner will be introduced. We can give you full details in person at the Southwest Automotive Show or by mail.

Tools and Equipment not illustrated include Portable Electric Sanders and Polishers, Bench Grinders, Chuck Centers, Keyless Drill Chucks, Reamers, "K-O" Valve Seat Rings and others.

Write TODAY for Complete Illustrated Catalogue.



NEW "Knock-Out" PORTABLE DRILLS

8 MODELS

1 1/4" to 7 1/8"

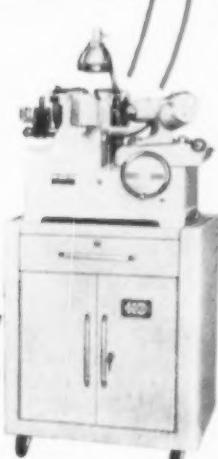
"K-O" KEYLESS CHUCKS
Standard Equipment



VALVE SEAT GRINDERS



RESEATER with POWER DRIVE



VALVE REFACER
with VALVE WAGON

Valve Wagon holds
Seat Grinder and
Reseater Tool.

K. O. LEE CO.
ABERDEEN, SOUTH DAKOTA

KNOCK OUT
VISIT US AT
BOOTHES 34 — 35
SOUTHWEST AUTOMOTIVE SHOW

ORIGINATORS OF THE VALVE SEAT INSERT RING AND RING INSERT TOOLS

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1950

Luhring Reveals His Ways Of Closing New-Car Sales

By HENRY LUHRING, JR.
Executive Vice-President, Luhring
Motor Co. (Dodge-Plymouth)
Norfolk, Va.

IN THE case of the small dealer in Siquidink selling 25 to 30 cars per year, the same responsibilities are present as in the huge, metropolitan

Editor's note: These excerpts are taken from a speech at the recent convention of the National Automobile Dealers Association.

countant, service manager and sales manager all at the same time—where in large dealerships these responsibilities are delegated.

Whether the responsibilities lie directly with the dealer or whether they are delegated, the building and management of a successful sales organization is a good deal like the planning and winning of a battle. Both need careful and certainly skilled leadership.

The sales manager must know how to use and how to demonstrate trading techniques. There are literally hundreds of these, such as double close, selling the difference instead of the price, etc. They will vary with the personalities of the salesmen and the customers as to their effectiveness.

Closes Dozens of Deals

Here's one example of a technique we have used successfully in many cases. It has closed dozens of deals in the last six months, both on used cars and new cars:

A salesman on a deal has progressed with the customer to a point where only \$50 stands in the way. Selling a \$2,000 car, he has offered to trade for a difference of \$550, allowing the customer \$1,450 on his trade-in. The customer, always with the price for his trade-in uppermost in his mind, has said he must get at least \$1,500 for it.

In many cases, if the salesman merely makes an oral concession of another \$50, the customer, taking the concession as an indication of weakness on the part of the salesman, will fear that he has not held out far enough and will make some excuse to postpone buying, such as, "I'll talk it over with my wife and come back." He never does.

Our salesman will close the deal by saying something like this: "When I saw the boss this morning, he seemed to be in a pretty good humor. Ordinarily if I took a proposition like this in for his approval, he would throw me out on my ear. I want to help you get this car. If I take an order in to the boss, with \$10 or \$15 pinned to it, I may be able to get it through for you. Anyway, it's worth a try."

Let's suppose the salesman gets the order on that basis. The customer, in his own mind, has bought the car. He is already visualizing the



WARCO TRANSMISSION FLUID

MORE and more cars throughout the nation are being equipped with Hydraulic Transmission. Warco, which is always keenly aware of its responsibility to the automotive industry, recently announced a new member to its family of automotive chemical products — WARCO TRANSMISSION FLUID for use on General Motors Cars.

This famous Transmission Fluid has the same chemical and physical characteristics as the original equipment fluid.

By a special Warco process the formation of sludge and varnish in the Hydraulic Transmission is prevented when you replace with WARCO TRANSMISSION FLUID. Packed in quart and gallon cans. Also five gallon drums.

OTHER WARCO PRODUCTS

- WARCO Grade "A" Hydraulic Brake Fluid
- WARCO Grade "A" Heavy Duty Brake Fluid
- WARCO Shock Absorber Fluid No. 200
- WARCO Zinc Action and Shock Oil No. 100
- WARCO Motor Tun-Up
- WARCO K.O. Carb
- WARCO Liquid Radiator Flush
- WARCO Liquid Engine Seal
- WARCO Rub-A-Lube
- WARCO Liquid Radiator Seal
- WARCO Penetrant
- WARCO Jack Oil
- WARCO General Purpose Oil
- WARCO Gasket Cement
- WARCO Windshield Cleaner
- WARCO Replacement Universal Joint Boots

For further information see your jobber, or write us.

WARWICK LABORATORIES CO.

334-42 Cleveland Street, Brooklyn, N. Y.

WARCO

The
De Luxe
CHEMICAL
LINE

AN INVITATION TO

- CAR DEALERS
- SERVICE MANAGERS
- GARAGE OWNERS
- STATION OPERATORS
- FLEET OWNERS
- JOBBERS
- FACTORY
REPRESENTATIVES



... theme of the 1950 Southwest Automotive Show

More than 250 progressive Southwestern jobbers bring this industrially important show to the automotive trade of this territory.

Be sure to attend.

FREE TICKETS ARE AVAILABLE FROM YOUR OWN SPONSORING JOBBER.

...ATTEND 8th Annual **SOUTHWEST AUTOMOTIVE SHOW**

ACTION.. NEW PRODUCTS.. CONTACTS.. PROFIT-MAKING IDEAS

Assembled here under one roof is the greatest exhibit of automotive products, equipment and tools to be seen outside of the National Show. It presents untold profit-making opportunities for manufacturer, jobber, dealer and service organizations.

Whatever your stake in the Automotive Service Industry, there's plenty to attract you to this show. Whether it's new business opportunities, cost-reducing tools, or shop equipment you seek, you'll find it at the 8th Annual Southwest Automotive Show. Set your goal now to attend!

In Beautiful Romantic
SAN ANTONIO, TEXAS
MARCH 23-24-25-26, 1950



ALL ROADS LEAD
TO PICTURESQUE
SAN ANTONIO



IN THE NEW COLISEUM

For Housing Reservations and Show Information
WRITE **SOUTHWEST AUTOMOTIVE SHOW**
Insurance Building • San Antonio, Texas

neighbors gathering around that evening, the ride with the family over to his brother's the next day. While he is sitting in the car enjoying these pleasant daydreams, the salesman has gone back to the Coke machine for a drink.

In a few minutes, he returns to the customer: "Boy, I sure am lucky and so are you. I really didn't think there was a Chinaman's chance of that deal going through, but I wanted to try. The car is yours, for only \$25 more. Now, will three o'clock be early enough for you to take de-

livery?" the salesman will ask.

He hasn't seen the boss yet. He knew, when he took the tentative order, that he had made a sale because he knew ahead of time that the customer's own proposition would have been acceptable to the house. We don't pick up the extra \$25 in every deal but we make a lot of sales that we would miss by using any other trading technique.

The sales manager must be able to conceive ideas like this one and put them across to his men, . . .

Now we come to the actual hiring

of the salesmen. This should be a function of sales management, not the ownership . . .

Let's suppose now that the interviews have been completed, that the sales manager has hired the number of men he wants. His real job is just beginning. A pat on the back and a handful of literature and order blanks are not sufficient training. Here is a plan that we have used and found successful for training salesmen:

For the first week, before the sales man is let loose on his own, he is thoroughly indoctrinated with the history of the automotive industry, its place in the economy of the nation, the history of the manufacturer whose products we represent and the history of our own dealership. The knowledge of these seems to give a sense of pride, a sense of belonging in a worthwhile industry, representing a product of value and representing a dealership which ranks with the most respectable and most highly esteemed in the community.

Teach Him Policies

We familiarize him with our company's policies. Then he is better able to go out and sell the house, since he knows and understands it and feels that he is an important part of it.

Next, the sales manager teaches the salesmen our product from bumper to bumper and its advantages over our competitors. Here he does his biggest selling job. Through persuasion and conviction he sells the salesmen on the idea that their product is the best made for the money.

In our training program we're getting closer and closer to the techniques of selling. Since there is a great deal of paperwork which the salesmen must handle, we teach the men—by demonstration and practice—exactly how to execute the proper forms that might be required in every conceivable type of deal. When this knowledge has become assimilated to the point that it is second nature to the salesmen, requires no thinking on their part, then they are left free to concentrate all their efforts on closing the transactions when they come up.

The next logical step in training our salesmen is to point out to them that, once turned loose, their stock in trade will be their time. They will spend 85 per cent of their time on customers who will provide them with only 15 per cent of their income and 15 per cent of their time will be spent on customers who will produce 85 per cent of their income. Therefore it will behoove them to

Here it is!

THE SENSATIONAL
NEW MODEL HT-20

SPONTANE
STEAM CLEANER

WITH EXCLUSIVE NEW
Hydro-Therm Flow
PATENTS PENDING
And Automatic Pressure Control

Pictured is America's most efficient steam cleaning machine. It's powerful. It's lightning fast. It is precision-built to give you years of top performance at low operating cost—with an absolute minimum of maintenance.

Big secret of Spontane's superiority is its exclusive "Hydro-Therm Flow" circulation system. Solution tank, all water lines and solution lines are kept hot. Troublesome crystallization of the compound solution at low temperatures has been entirely eliminated.

Pre-mixing of compound not required. Simply pour powder into Spontane's Pre-Heated Solution Tank with the built-in Agitator and turn a valve. Easily removable panels and top hood provide instant accessibility. All operating controls on outside panels. Spontane's Triple-Cylinder Plunger Type Pump, more efficient "Aeroator" Jet Burner—plus scores of other advanced developments brings a new era of efficiency for every steam cleaning application. Consult your jobber for complete details, or write for free descriptive folder.

SPONTANE MFG. COMPANY

Grape & Pear Streets, S. E., Atlanta, Georgia

"BIG RED"

*World Bestos
SCOOP!*



SOLVES No. 1 HEAVY DUTY
BRAKING PROBLEM with...

*

GUARANTEED

NO FADE

(Heat or Water)

PLUS: High Friction, Long Life, Reduced Heat Checking

WORLD BESTOS RED BLOCK creates SENSATION!

Brakes can't fade . . . even with most abusive use under overload conditions! Glazing eliminated! Heat-checking reduced to minimum! It's the amazing new World Bestos RED BLOCK . . . proved by months of testing on toughest truck and bus runs in America. "BIG RED," drivers call it, brings in reports: "Perfect brakes . . . no fade, no heat-check, no glaze!" 45,000 miles and still going strong." 89,000 miles . . . far surpasses any other block used." Answer to a truck owner's prayer!" "RED BLOCK creating a sensation here!"

Here's How It Works . . .

RED BLOCK, revolutionary new high-friction compound developed by World Bestos, can be used only in right combination with special-friction, World Bestos D Blocks. Resulting "J" Combination is guaranteed never to fade . . . guaranteed to reduce heat-checking and to give positive brake action . . . long wearing brakes under severest conditions.

"J" Combination Sets Now Available

Complete "J" Combination Sets, with installation instructions, now available to heavy duty truck, trailer and bus operators. Greater safety . . . big savings on maintenance costs apparent in every test case where service is abusive. Specify WORLD BESTOS "J" COMBINATION for original equipment or replacement. If local jobber cannot supply you, write direct to World Bestos, New Castle, Indiana.



DISTRIBUTORS and JOBBERS:

Get your share of this profitable heavy-duty market . . . with WORLD BESTOS! Write NOW!

*for HEAVY DUTY Trucks, Trailers and Buses



make use of their every waking moment profitably.

Knowing that the smart ones will take it from there, we point out the readily available sources of suspects and how most efficiently to qualify these suspects into prospects and convert the prospects into customers, all with a minimum expenditure of time.

We have found it beneficial for the trainees to perform the acts of presentation, demonstration, closing, etc., with the rest of the force looking on. At the conclusion of each little one-act drama, the rest of the

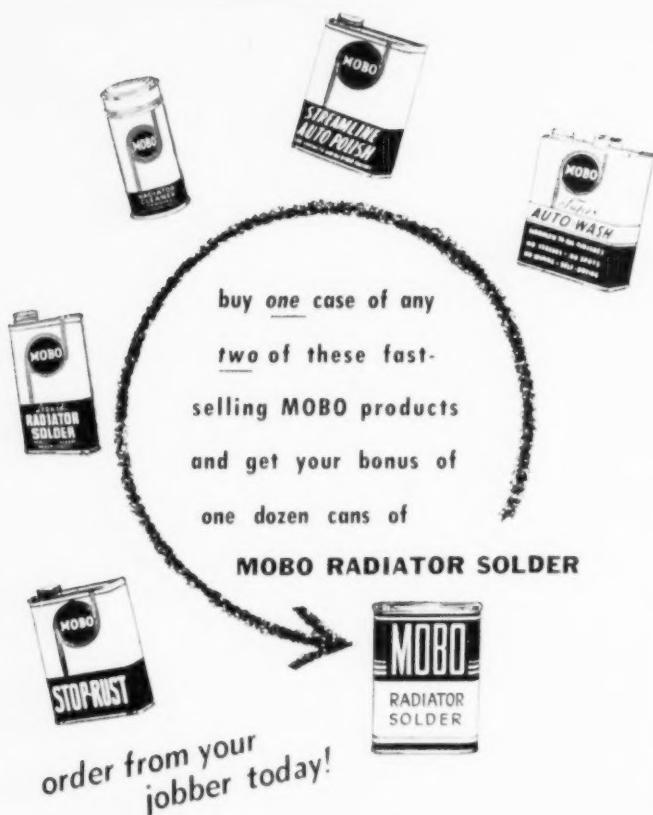
force holds open discussions, under the guidance of the sales manager, during which constructive criticism is invited. This helps the old hands as much as the trainees.

Moore joined the sales department in 1934 at Jacksonville. He had been assistant district sales manager there since 1946.

Moore Succeeds Davidson For Jacksonville Sales

JAMES F. Moore, Jr., has succeeded J. F. F. Davidson as sales manager of the Jacksonville district of the Ford Division. Davidson, who has been with Ford 24 years, has retired because of illness in his family.

Here's a MOBO Deal That Nets You An Extra 15% Profit!



JOHN T. STANLEY CO., Inc. 626 West 30th Street New York 1, N.Y.

NADA '51 Meeting Set for Miami

The 1951 convention of the National Automobile Dealers Association will be held in Miami and Miami Beach, Florida, Jan. 7-10, Convention Manager Ray Chamberlain announced last month.

Inquiry among members of the association indicated that attendance at the 1951 convention will measure up to all previous meetings and possibly show an even larger volume," Chamberlain said.

Adequate hotel accommodations, an ideal winter climate and accessibility to interesting foreign places such as Nassau and Cuba were some of the reasons given for the choice of Miami as the next convention site.

Pontiac Moves Southern Territory Managers

SEVERAL changes involving the southern territory have been announced by L. W. Ward, general sales manager of the Pontiac Motor Division.

B. A. Kissam, former New York zone manager, has been appointed eastern regional manager. Ross E. Thompson, former Houston zone manager, has been named western regional manager.

Howard L. Robinson, assistant manager at Los Angeles, has succeeded Thompson at Houston.

Charles E. Devereaux, Washington zone manager, has been transferred to the Philadelphia zone. John C. Bates has succeeded him.

Robert D. Coulter has been promoted to assistant zone manager at St. Louis.

Spangler Named President Of National Carbon

J. M. SPANGLER has been appointed president of the National Carbon Division of Union Carbide and Carbon Corp.

He joined the firm in 1915 and was named general sales manager in 1935. Later he was made vice president in charge of sales and in 1944 he became vice-president and general manager.

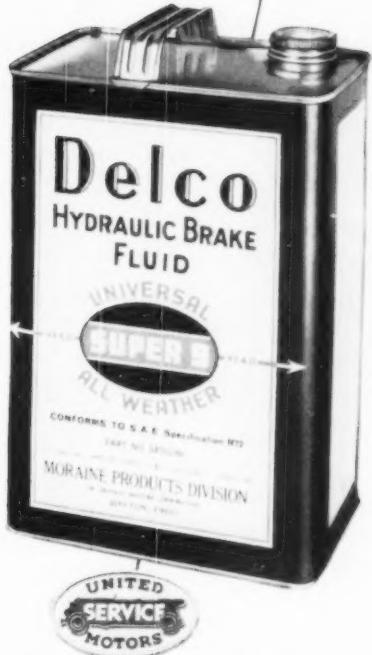
Safety Sam Says—

VAPOR LOCK can be FATAL

SELL ONLY

SAFE

BRAKE FLUIDS!



DELCO BRAKE—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS



Under certain conditions brake fluid that is not up to SAE safety specifications may boil and may form a vapor pocket in the hydraulic brake line.

And when the brake pedal is pushed—there's nothing to push against!

Brake fluids conforming to SAE specifications usually cost a few pennies more per servicing, but the added cost will be gladly paid by your customers when you explain it buys *added safety*.

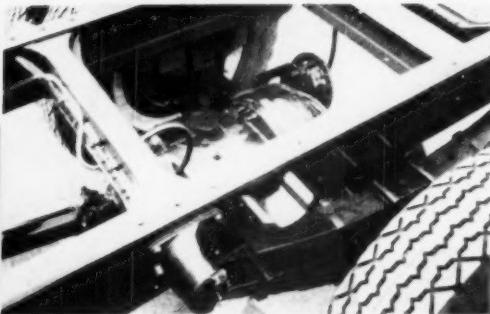
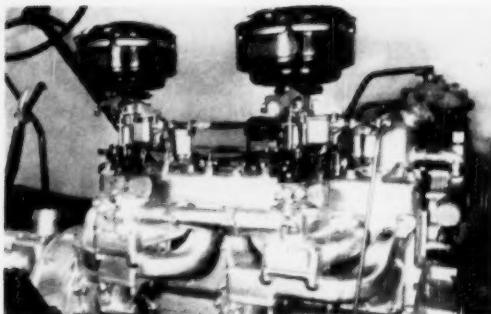
Turn to Delco Super 9 for moderate duty, and Delco Super II for heavy duty. Both of these high-quality brake fluids exceed the SAE safety specifications by a comfortable margin.

Remember—in the eyes of your customers, you are the expert. Don't let them down for the sake of a few pennies.

Delco

SUPER-9 AND SUPER II BRAKE FLUID • DECLENE • BRAKE PARTS
STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT

MORAINES PRODUCTS DIVISION OF GENERAL MOTORS



The twin carburetors and twin manifolds of the Dodge four-ton model are shown in the left-hand photo of the engine. The rear end with the 18,000-pound capacity rear axle is in right-hand photo.

Glaser's "BIG 4"

THE PERFECT TEAM IN YOUR SHOP

Glaser Body Solder
It Spreads like Butter!
Glaser Acid Core Solder
Cleans and Tins All Metals
Glaser 2-in-1 Hot Tinning Stick
An Amazing Improvement
Glaser Genuine Babbitt Metal
Operates at 1200° F.

PROFITS = ECONOMY SPEED

GLASER BODY SOLDER is the most popular extruded Body Solder across the country. Why? Because of its exclusive alloying process and special ingredients, Glaser Body Solder spreads like butter, stays plastic longer after the torch is removed—enabling the mechanic to bring out smooth contours and feather-edge it. Result: time, labor and solder saved—better jobs. Only GLASER BODY SOLDER has these outstanding advantages, yet costs no more than ordinary 30-70 Body Solder. Accept no substitutes; ask for GLASER BODY SOLDER by name.

GLASER 2-in-1 HOT TINNING STICK, is exclusive with Glaser, nothing like it on the market. Perfect for body, fender and babbitting work. Cleans and tins all metals in one speed operation. Same composition also in powder form.

GLASER ACID CORE SOLDER, easy flowing—positive action—here's a solder that puts speed into every job—turns out more work per linear foot.

GLASER GENUINE BABBITT METAL, perfect for rods and main bearings. Excellent casting qualities.

Represented in the southeast terr. by G. W. Klier Co., Atlanta, Ga.
Represented in southwest terr. by R. L. Roger Co., Dallas, Tex.

GLASER LEAD CO., INC.
21-31 Wyckoff Avenue, Brooklyn 27, N.Y.

OUR 28th YEAR OF DEPENDABLE SERVICE TO AMERICAN INDUSTRIES



Dodge Adds Four-Ton Truck to Its Line

A four-ton heavy-duty truck, powered by a six-cylinder engine which delivers 154 horsepower and has a compression ratio of 6.5 to one and a displacement of 375 cubic inches, has been added to the line of the Dodge Division, officials announced last month.

Twin carburetors, twin manifolds, a twin exhaust system and hydraulic valve lifters increase economy of operation. An anti-vapor-lock fuel pump, three fuel filters, velocity type governors and oil bath cleaners enable the engine of this truck to make the most of its fuel.

The pressure sealed cooling system has a capacity of 34 quarts. A thermostatically-controlled bypass is said to give quick warm-up and to save gasoline.

The heavy-duty 15-inch clutch has frictional area of 177.8 square inches, spring pressure of 2,450 pounds and a break-away torque rating of 640 foot-pounds, according to the company announcement.

Service braking area is 486.25 square inches. Air brakes with 551 square inches of lining are also available.

Standard equipment on all Y and YA models, as they are identified, is a five-speed, constant-mesh helical gear transmission with a torque input capacity of 350 foot-pounds. A five-speed constant mesh helical gear overdrive transmission is optional.

The trucks are built with five wheelbases ranging from 130 to 190 inches.

The average automobile engine consumes about 10,000 gallons of oil for every gallon of gasoline.

Here's Sensational News!

NOW...AMERICA'S GREATEST DRILL VALUE
AT A NEW LOW PRICE



IMPROVED $\frac{1}{2}$ " "COMMANDER" ALL PURPOSE
ELECTRICAL DRILL



Ask your distributor
for amazing low price
and full details.

full quality . . . all ball-bearing
(no bushings)

BECAUSE of improvements in design and construction you can now buy this FULL QUALITY drill at just what you'd pay for light, "home workshop" models.

Compare these features . . . and bear in mind that you get all this at the **LOWEST PRICE IN YEARS**:

1. Full commercial power and speed
2. All precision ball-bearings (no bushings)
3. Permanently Lubricated
4. Perfect balance
5. Slow spindle speed
6. Light weight (only 8 pounds)
7. Streamlined
8. Full production motor
9. Regulation 3-jaw key chuck
10. 2-pole heavy duty momentary contact switch with locking pin
11. Genuine U.S. "Grippo" switch handle
12. 3-wire Underwriters approved cord
13. Ideal for production or maintenance
14. FULL U.S. GUARANTEE

YOUR JOBBER HAS UNITED STATES ELECTRICAL TOOLS IN STOCK

drills
tappers

grinders
hole saws

surfacers
buffers

sanders
polishers
flexible shaft machines

heat guns
valve seat grinders

valve refinishing shops

The UNITED STATES ELECTRICAL TOOL Co.
CINCINNATI, OHIO

Want Steady Shop Volume? Here Are Carl's Methods

By EDMUND O. CARL

President, Carl, Inc., Washington,
D.C., and Hudson Dealer, Bethesda, Md.

THIRTY years ago, in a back-alley shop, the idea was born to give the motorist more service than he could get elsewhere. We did not have the capital to risk in trying to

build our business on cheaper prices, but we did have enough courage and ambition to give each customer more service than he expected, and we had the gumption to make a reasonable charge

Act NOW...

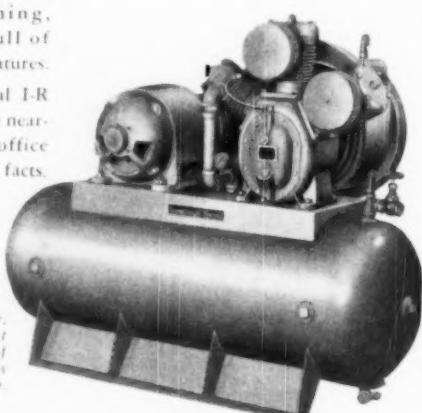
make



You can speed up your service capacity and reduce your maintenance costs with Air Power in the form of compressors and tools by Ingersoll-Rand — pioneers of Air Power.

To supply air that will speed up your work, be sure to get information on the Ingersoll-Rand 15 horsepower compressor. This is a compressor built to give more air at less cost and it does just that. It's a smooth running, rugged unit full of money-saving features.

Call your local I-R distributor or the nearest I-R branch office now for all the facts.



The 15 hp. compressor.
Largest of the most
complete line of
small compressors
made... 1/2 to 15 hp.

Ingersoll-Rand

11 BROADWAY, NEW YORK 4, N.Y.

398-3

for that better-type service.

Our business grew and prospered.

Basically, ours is an independent garage business, but we do own and operate — a franchised dealership in Bethesda, Md.

By the time of our incorporation in 1922, we were operating on a 24-hour-a-day schedule and from that day to this our main plant has never been closed. We now operate 34 road-service trucks. Concentration on road service has leveled out our monthly labor sales throughout the year.

Many a \$3.50 tune up develops into a motor overhaul in the hands of a competent diagnostician and our policy of never doing any more work than is authorized breeds customer good-will. Our volume of work sold after a car is left for repairs is consistently far greater than the original amount authorized by customers.

Combats Reduced Volume

During the past year, we noticed a considerable reduction in our labor sales. We felt that this was partially due to the extra effort being expended by many District of Columbia dealers to retain the service business on the cars they sell. Regardless of the cause, however, it was evident that we had to do something to combat the situation.

After considerable discussion, it was decided that if we could keep the right kind of men on the lifts, we could afford to give away lubrications in order to sell service. It has been our general experience, however, that few people really appreciate an item that is given to them and that the man who accepts a gift of this sort will feel put upon if he is then asked to buy.

Accordingly, we prepared a book of tickets that we call our "Three Star Special." This book contains coupons for 12 lubrications—one for each month of the year—three brake adjustments and one front end check up. We sell the complete book for \$7.50 and give the employee who makes the sale 50 cents.

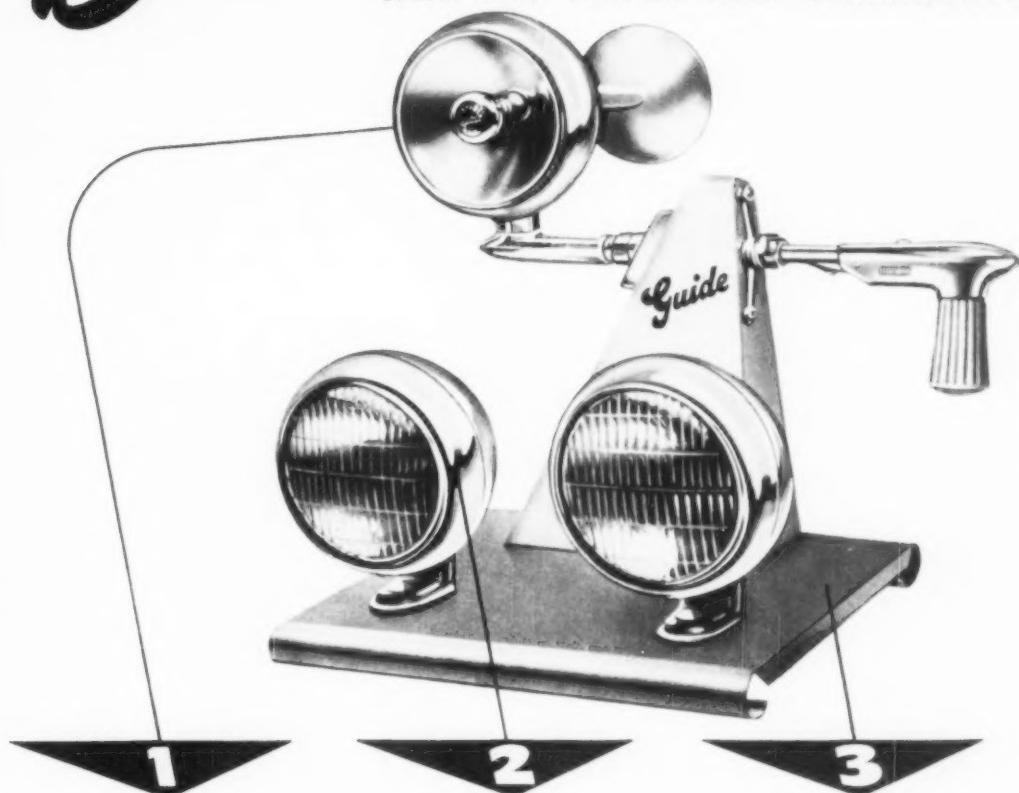
For each 1,000 books we sell, we have assured ourselves of as many as 16,000 customer contacts. Each of these contacts offers us an opportunity to sell service, parts and accessories.

We rely heavily on direct-mail ad-

Editor's note: These excerpts are taken from an address at the annual convention of the National Automobile Dealers Association. His service volume approximates two million dollars a year.

Boost Sales

with this TRIPLE-SELL Combination



1

GUIDE "SEALED-UNIT" SPOTLAMP

Here is a smart Guide accessory every motorist wants—the brilliant Guide Spotlamp with smooth-working inner controls—available for post or thru-the-door mounting and with or without attached rearview mirror. Such convenience! Such sales appeal!

2

GUIDE "SEALED-UNIT" FOG LAMPS

Bad weather means good business to the dealer handling Guide Fog Lamps. Available singly or in pairs, with wiring, switch and universal mounting, they fit every car. Made by the world's largest manufacturer of automotive lighting equipment. Top quality! Top sellers!

3

FREE GUIDE MERCHANTISING DISPLAY

Here is the perfect way to display Guide Fog and Spotlamps. Makes them look like a million. Lets the customer operate and examine them. All models mount easily without special tools. And this hot sales-stimulator is yours free with your purchase of lamps.



GUIDE LAMP—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Guide LAMP
DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA

vertising to maintain our year-round volume. Our current mailing list consists of more than 10,000 names and it is set up on high-speed automatic equipment. A mailing for the entire list can be addressed in less than four hours, or by proper adjustment of the equipment, it is possible to direct a mailing piece to owners of a specific make car, or those living in a selected neighborhood.

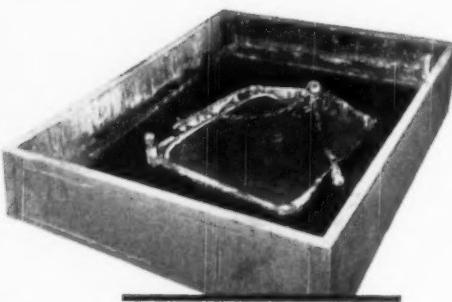
While many dealers will not have the need for a set-up as elaborate as ours, I would strongly recommend

that every dealer investigate his possibilities in direct-mail advertising.

In addition to direct mail, we use radio, television, road signs and news papers to keep our name before the public.

Opportunity is knocking ever so loud in your service department. What you do there will go a long way in determining the results of your total operation.

More than a third of the school children of Florida ride to the classroom in buses, a survey shows.



CLOGGED RADIATORS

Quickly opened up the low-cost Oakite way!



Free illustrated booklet gives details on de-clogging radiators. Tells how to save money on all service shop cleaning jobs. Send today!

If you are in the market for a really good compound for cleaning out clogged radiators —here it is... Oakite Stripper.

Built-for-the-job Oakite stripper has powerful cleaning action. It quickly ousts tube-clogging sludge and silt. Solutions stand up for long periods. Up-keep is very low.

Your local Oakite Technical Representative will gladly help you install a simple boil-out set up for your radiator repair work. Just give him a call. Or drop us a post card for complete details. No obligation either way.

OAKITE PRODUCTS, INC., 108 Thames St., NEW YORK 6, N.Y.
Technical Service Representatives in Principal Cities of U.S. & Canada

OAKITE

SPECIALIZED INDUSTRIAL CLEANING
MATERIALS • METHODS • SERVICE

Fire-Eating Motorists Chase Too Many

Motorists in Mission, Texas, aren't quite as eager to chase fire trucks these days. A number of them followed a speeding truck to the armory, where a column of smoke was rising.

When they started to leave, they found two policemen at the armory gates. The price for release was a contribution to the March of Dimes or a fine for following a fire truck too closely.

Greatest Vacation Travel Is Predicted by AAA

More than sixty million Americans in thirty-million automobiles will comprise the greatest vacation travel movement the country has ever known. Elmer Jenkins, national travel director of the American Automobile Association, told the National Tourism Board last month.

Although budget-conscious vacationers are in quest of low-cost vacations, motorists will spend more than six billion dollars, Jenkins predicted.

"Competition among areas of the country for the vacationer's dollar is at its keenest ever, with more than seven million dollars being spent this year in travel advertising and publicity," Jenkins commented. "The most successful regions, the most successful individual hotels and tourist courts, will be those giving the most tourist his money's worth."

Oklahoma Meeting Gives Tips to Car Dealers

All automobile dealers living in southwestern Oklahoma, whether association members or non-members, have been invited to a meeting at Clinton on March 21 to hear reports on the recent NADA convention and suggestions for successful operation in 1950.

W. D. Doss of Tulsa, president of the Oklahoma Automobile Dealers Association; Fred Albert, secretary manager; and Mead Norton, NADA director, will participate.

Abbott Plans Building

Thomas L. Abbott, Jr., president of Frontier Pontiac Inc., Houston, Texas, has announced plans for a \$42,000 building for his used-car department. He is president of the Texis Automotive Dealers Association.

IT'S SO EASY TO REBUILD CARBURETORS

with the revolutionary new



\$69.75 complete

Includes the priceless Hygrade Manual; assortment of 20 kits, to repair all Chevy, Plymouth, Ford carburetors; all the tools and equipment you need; cabinet; a continuing bulletin service; metal signs; outdoor banner; etc. This outfit is easily worth \$100.00.

HERE'S HOW THE HYGRADE SYSTEM MAKES YOU AN EXPERT REBUILDER IN ONE WEEK'S TIME:



NOT JUST A NEW MANUAL, BUT A COMPLETELY NEW SYSTEM!

Shows you how to put your finger on the trouble spot in a matter of seconds. How to repair without disassembling

more than you absolutely have to. These clear, step-by-step instructions, arranged in sequence of assembly, tie in with the large exploded-view drawings and photos. The location of parts on these pictures is so easy that parts practically fall into place by themselves.

ASSEMBLIES PACKED IN SEPARATE ENVELOPES

All the parts for each assembly are packed and labeled in separate envelopes to match the new system. You work right along with the manual — envelope by envelope. As you finish each assembly, you automatically use up all the parts in that particular envelope. You can't go wrong!

RUSH COUPON TO:

"HYGRADE" 35-37 Thirty-fifth Street
Long Island City 1, N.Y.

FREE! IMPORTANT BOOK!

Send for your copy of this valuable "better business" guide. Every single detail explained. Mail the coupon on a penny postcard today! It's a 1-cent investment that can pay you thousands of dollars in dividends.



HYGRADE Fingertip System AND THE PROFIT ON ONLY 9 JOBS PAYS BACK YOUR ENTIRE INVESTMENT

Thanks to the newly developed Hygrade Fingertip System, you can now operate your own carburetor rebuilding department and earn \$400 or more extra per year — with only one hour's work a week (1 carburetor job).

- By *selling* labor instead of buying it on the outside, your profit on the average \$10.50 rebuilding job is eight dollars.
- At this rate, you make back your entire investment from the profit on only nine rebuilt carburetors — and you still have all the tools and equipment, the manual, and more than half the kits!
- You can turn every minute of your spare time into cash. In fact, in the time it usually takes for the round trip to pick up an exchange carburetor, you can rebuild it yourself.
- You insure your reputation, by making sure your customer's carburetor has been completely rebuilt with brand new parts.

ATTENTION: MECHANICS WHO ARE ALREADY REBUILDING CARBURETORS:

Did you know that you can rebuild a carburetor in 25 less time by using the new Hygrade Fingertip System? Clip the coupon; we'll tell you how.

By the makers of
Blue Streak Ignition Products



HYGRADE PRODUCTS DIVISION, STANDARD MOTOR PRODUCTS, INC.
35-37 Thirty-fifth Street, Long Island City 1, New York

GENTLEMEN: Rush me your Free booklet, without obligation.

FIRM NAME _____

MY NAME _____

ADDRESS _____

CITY _____

ZONE STATE _____

MY JOBBER IS _____

PASTE ON PENNY POST CARD ——————

Washingtonians Turn Out To See New-Car Exhibits

The automobile show at Washington, D. C., last month seemed to prove that people are highly interested in the current lines of cars and want to find out more about them even if they have to pay for it.

A crowd of 20,000 thronged onto the National Guard Armory on opening day to see the exhibits of 22

manufacturers. More than 100 cars were on display, including some foreign and some racing models. Accessories and equipment were also displayed. Admission was charged on all eight days of the show.

One booth that attracted a lot of attention was the exhibit of the American Automobile Association

Facilities were set up for testing drivers as to judgment, visual capacity, speed of reaction and similar items. The AAA also displayed a 1907 Brush roadster coupe to show just how far the automobile had progressed.

Cut-away models of chassis, engine and transmissions received a lot of attention from the visitors.

"The tremendous progress made by the automobile manufacturers in design, comfort and safety is a scientific victory without parallel," said Traffic Director George F. Kenicapp, who participated in the opening ceremonies. "Most important, the new cars are safer. All we have to do now is to learn to drive them safely."

First exhibit of its type held in Washington since 1949, the show was sponsored by the Automotive Trade Association, with J. M. Sanders as show chairman.

1949 Registrations Go over the Top

ESTABLISHING an all-time record, 5,800,503 new passenger cars and trucks were registered in 1949, R. I. Polk & Co., statisticians for the automotive industry, announced.

Final tabulation for the year showed 4,838,342 new passenger cars were licensed, along with 961,961 new trucks.

The grand total for the year compares with 4,406,872 passenger cars and trucks registered in 1948 and 4,371,865 units in 1947. Both 1949 and 1948 had previously been regarded as the highest years in the history of the industry.

December was the eighth month in 1949 when new passenger-car registrations went over 400,000 mark, a record which started in May and continued for the rest of the year.

For truck registrations, the year total compared with the record 1,035,174 new trucks registered in 1948 and the 579,132 new trucks titled in 1947.

New-vehicle registrations listed by months were:

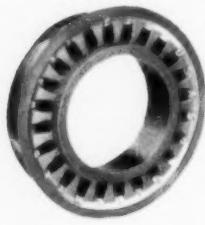
	New Passengers Cars	New Trucks
Jan.	275,161	66,425
Feb.	258,218	67,537
March	360,584	87,168
April	390,932	78,537
May	446,251	86,575
June	452,470	79,069
July	448,477	76,896
Aug.	478,550	85,559
Sept.	459,647	89,251
Oct.	465,763	86,373
Nov.	409,702	79,690
Dec.	414,570	78,805
Total	4,838,342	961,961



Specially Designed—Fully Patented

WHEEL CYLINDER CUP For CHRYSLER PRODUCTS

Patent No. 2,465,175



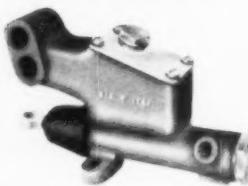
It's an Eis exclusive! A cup that stands up in service . . . and costs less. . . Features strong flexible ribs which maintain the proper amount of wall tension. From every angle it's the most economical unit for Chrysler replacement. Use R933 or the complete CA-P KIT.



ANOTHER EIS EXCLUSIVE FREE

CUP INSERTER
To make life easier for the mechanic, EIS furnishes a Special Insertor FREE, with 4 CA-P Kits.

Precision MASTER & WHEEL CYLINDERS



Careful inspection between operations and final assembly guarantees their precision and ease of installation. Thus you can sell or install Eis Cylinders with full confidence in their "S-TOP Quality" Performance . . . that they will more than meet their responsibility for SAFETY.

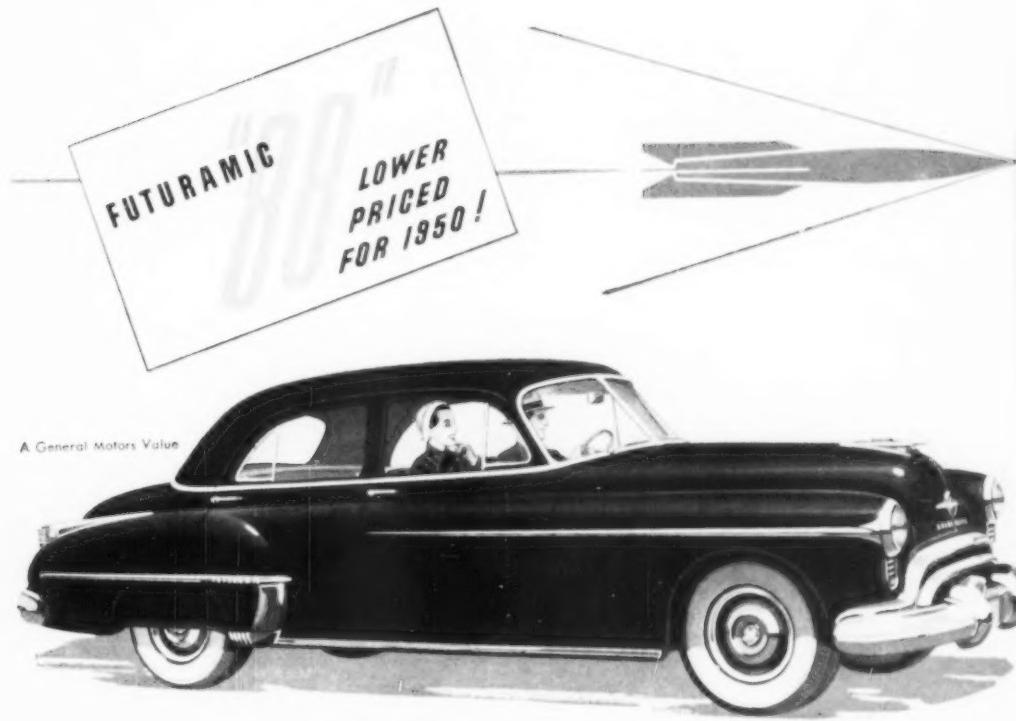


USE EIS SUPER 40 BRAKE FLUID! BECAUSE IT'S BETTER

Visit our Booth No.'s. 292 and 293 or write for literature on the complete EIS line

EIS AUTOMOTIVE CORP., Middletown, Conn.

Rocket Ahead with Oldsmobile!



Rocket ahead with the "Rocket 88"! That's what Oldsmobile dealers and drivers alike are doing! For the new Futuramic "88" has everything! It has the "Rocket" Engine, the most sensational power plant in America! It has Whirlaway Hydra-Matic Drive, a super-smooth new automatic transmission that was specifically designed to team with the thrilling power of the "Rocket"! It has exclusive Futuramic Styling—clean, smooth lines that add up to a new kind of beauty that is only Oldsmobile's. And this year, the new "88" has another special feature—a new lower price tag which makes this great car more of a sales leader than ever! Yes, the future's great for the "Rocket 88"! That's why every dealer in the country is ready to Rocket Ahead with Oldsmobile—to make 1950 the banner year, the *biggest year of all* for Oldsmobile!

the Future's Great
for the "Rocket 88"!

FUTURAMIC, WHIRLAWAY HYDRA-MATIC, "ROCKET" ENGINE

OLDSMOBILE

"Little Business" Fading? It's Not So, Ford States

WE hear a great deal said against big companies—or a vague thing called Big Business. Anyone

Editor's note: These excerpts are from a speech before the Buffalo, N. Y., Chamber of Commerce last month.

who reads the papers could easily get an impression that we are engaged in some sort of fight to the death between Big Enterprises and Little Enterprises.

That, I think, is a lot of bunk. Any one who says the American people are against bigness is crazy, in my opinion. We love it. Size is our dish.



By HENRY FORD, II
President, Ford Motor Co.

WALKER AUTOMOTIVE WIRES AND CABLES



OVER
25 years

manufacturing experience — from copper rod to finished cable.

Battery Cables
Automotive Cable on Spools
Terminal and Cable Parts
Spark Plug Cable Sets
Wiring Assemblies

Makers of the famous "Walker of Conshohocken" and "Clipper" complete lines of automotive wires and cables. Write to our nearest Southern Representative for catalog and price information.

N. A. "Red" Williams Co.
1044 West Peachtree St., N.W.

Atlanta, Ga.

McClintock Sales Co., Inc.

2126 Jackson Street
Dallas 1, Texas

walker
of Conshohocken

Nothing pleases us more than to tell how big our cities or how tall our skyscrapers are and how many times some foreign land could be lost in Texas without the Texans ever knowing it was there.

Furthermore, we know very well what large-scale cooperation can do. We have seen what happens when you standardize and mass produce. You get more products at lower cost. We know what mass distribution, mass advertising, mass selling will do. We have the proof.

But, at the same time, we all know that there is more to the story than that. We want very much to keep and encourage the things that made us strong—the freedom, initiative and strength of the individual. We think it takes able individuals to make a strong and great nation. With all our satisfaction in the material progress we have made, I believe we have never lost sight of the fact that the spirit was what mattered—it was the aggressive competitive spirit of individuals, encouraged by opportunity, which produced the internal combustion that made the wheels of our economy turn so productively.

Some people argue that you can have one but not both—you can have bigness but not littleness too. I don't believe it. That's too glib an answer. I think we won't take less than both.

Looking ahead, we expect 1950 to be a good year. We have given ourselves a goal for the first six months of nearly one million cars and trucks. As of now we are well on schedule. Some contraction may come in the second half of the year but we can't tell yet.

Penney Rejoins Kuykendall

Ralph Penney has rejoined Kuykendall Chevrolet Co., Lubbock, Texas, as general sales manager. President George P. Kuykendall said:



HERE'S A 4 WAY PROFIT LINE... FINEST FOR FIFTY

CLEAR FLEXIBLE LIQUID GLASS SEAL
SEEKS OUT, PENETRATES, SEALS UP LEAKS



1 Multi-use Kit . . . Waterproof, permanent, dries quickly—fills cracks where rubber has drawn away from glass. Easy to use—just flood into cracks. Ideal for use in your shop or for sale to your customers . . . you make a profit both ways. Kit contains 2 oz. bottle of Sealzit, brush and dropper. Now at your jobber's.

2 One Shot Tube . . . Contains enough Sealzit to completely seal one windshield. Very low in price, eliminates messy gum seals. Attractive counter display builds fast sales. Sell it and use it in your shop for increased profit. Write for catalogue sheet and full information today. Dept. M-2



WINDSHIELD
SEALZIT

1001 USES ON CARS AND TRUCKS . . . OPENS NEW PROFITS



3 KRYLON CAR KIT . . . Everything needed to keep chrome and bright work on cars and trucks sparkling clean and weatherproof. Large eight ounce unit of Krylon plastic coating and eight ounce Krylon cleaner. Krylon cleaner removes road film, tar and grease. Krylon plastic coating is a clear, flexible plastic film—waterproof, resists acids, grease, alcohol and road salt solutions. Can be wiped or brushed on.

4 KRYLON AUTOMOTIVE PLASTIC SPRAY . . . Handy self-contained spray can—waterproof ignition, spark plugs, coil and wires. Sensational automotive Krylon, clear plastic coating seals out moisture, dirt and corrosion. Prevents deterioration of battery terminals and cables. Just press the button and waterproof plastic coating is easily applied anywhere on car or truck. Dries in minutes . . . lasts indefinitely.

Write For Full Information and Prices

KRYLON



FOSTER & KESTER CO., INC., PHILADELPHIA 32, PA.

Ford Will Set Up New Motor Plant

PLANS for a new Rouge motor plant and a new parts and accessories building have been announced by Ford Motor Co.

The parts depot will be two stories and contain 50,000 square feet of space on each floor. The present Parts and Accessories Building will be converted into motor production for V-8 engines. Necessary construction work will begin in October and production is scheduled to start about

a year later, company officials said. Machining operations in the casting machine plant will be transferred to the new motor plant.

New Catawba Association Elects J. E. Gaither

THE new Catawba County, N. C., Dealers Association elected James F. Gaither of Hickory president at its organizational meeting last month.

B. L. Hafer of Newton was named vice president and Carroll Reese of

Hickory was chosen secretary-treasurer. Directors include C. G. Nuzum of Newton, Jack R. Walter, Joe S. Wing, O. D. Evans, W. H. Ballou and Vernon Lacker, all residents of Hickory.

Chevrolet Names Atlantian To High Truck Position

T. T. Brown, formerly regional truck manager for the Southeast at Atlanta, has been named as assistant manager of the Chevrolet commercial and truck department.

Brown joined Chevrolet in 1934 at Charlotte, N. C., as a parts and accessories representative. He was later district manager, assistant service manager, assistant truck manager and truck manager of the Charlotte zone.

K-W
SERVING THE
AUTOMOTIVE TRADE
SINCE 1906

K-W STAN-TEST
Proudly
Presents

NEW! DIFFERENT! EXCITING!
The ONLY CHROME PLATED
Line of FUEL PUMPS
COMPLETE WITH GENUINE K-W FILTERS

KROME KING™

**NOTHING EVER BEFORE
OFFERED LIKE THE**

- * Gleaming,
- * Sparkling,
- * Sensational

**KROME KING
FUEL PUMP!**

APPEARANCE That Defies Description—
PACKAGING That Will Set A New Trend!

It's So Different It Must
Be Seen To Be Appreciated!

THE QUALITY FUEL PUMP THAT IS SUPPLIED TO ORIGINAL MANUFACTURERS

Plus These Outstanding Features:

1. Built-in Genuine K-W Fuel Filter (another first) To Protect Fuel Pump And Carburetor From Dirt, Dust, Etc!
2. 50,000 Mile Neoprene Diaphragm!
3. Complete Jobber Protection Amply Assured!
4. Attractive Display Material!
5. Competitive Price, Assuring Adequate Profits For You... Greater Satisfaction For Consumer!

WRITE FOR JOBBING PROGRAM

STAN-TEST CORPORATION
A Division of Blackstone Manufacturing Co., Inc.
4630 W. HARRISON ST., CHICAGO 44, ILL.

A Tankful Runs High In Mississippi!

Everybody knows that it costs quite a bit to fill the gas tank on a car these days, but when a Jackson, Miss., mechanic found \$125 in silver dollars in a gasoline tank, he thought it was time to call the sheriff.

The owner of the car, who had asked to have the tank removed, had a good explanation. They said they were simply following the old western custom of dropping silver dollars in the gas tank as a reserve against the day they would trade for another car.

E. L. German Heads Up New Caldwell Group

E. L. GERMAN has been elected chairman of the recently organized association of motor and truck dealers in Caldwell County, N. C.

H. D. McLean is secretary and Monte Rabell is treasurer. Directors include Herb Smith, Brooks Lutz, Joe Dickson, Jimmie Blackwood, Ed Simmons, Ray Morris and E. C. Tolbert.

Koppers Films Reconditioning

A sound-slide film which graphically shows paint repairmen should check where reconditioning equipment has been produced by the American Hammered Piston Ring Department of Koppar Co., Inc. It will be shown at dealer and jobber meetings and is designed to be followed by a panel discussion, company officials stated.



Everything
You need

TO MAKE BONDING PAY OFF!

GRIZZLY BRINGS YOU THE
EQUIPMENT, THE PROCESS, THE MATERIALS, THE KNOW-HOW
TO BOND LININGS SUCCESSFULLY!

Bear in Mind . . . ask for

GRIZZLY
SAFTIBOND
BRAKE LINING

Watch Grizzly Advertising in the
Saturday Evening Post and Colliers.

Make Grizzly your bonding headquarters! Profit from the wealth of experience Grizzly has gained as originator of ready-to-bond linings and the industry pioneer in bonding methods, materials and equipment. Illustrated here, for instance, is Grizzly's "Saftibond" Power Bonder which produces a quick, fast, sound bond. Positive, controlled air pressure maintains the bonding force with *absolutely no shoe distortion*; an automatic thermostat keeps temperatures at proper levels. (Uses natural or bottled gas for economy.) Even an unskilled worker can bond 40 shoes, 5 sets, per hour. Ask your Grizzly Distributor for full details today!

Grizzly Manufacturing Company, Paulding, Ohio.

A 15,000-Mile Guarantee Boosts Sales in Georgia

AN UNUSUAL guarantee on the transmission, rear end and engine of each new car sold is really paying off for East Point Motors, Inc., Studebaker dealership in East Point Ga., an Atlanta suburb.

The guarantee, which covers the three units for 12 months or 15,000 miles, whichever comes first, was put

in effect around February 15. During the first ten days seven cars were sold as a result of the guarantee, according to President M. F. Davis.

"During the first couple of weeks we used only one radio spot announcement a day to advertise the guarantee," Davis said, "but we have scheduled some newspaper and television

advertising too in the future."

"The guarantee will be most effective in attracting customers who are now driving or planning to buy another make, we believe."

"Of the seven drivers sold by the guarantee during the first ten days we tried it, several had made up their minds to buy another make. Then they heard about the guarantee and decided to stop in at our place and see if we really meant what we said. They found out that we did. Our salesmen took over and the deals were closed."

East Point Motors has had special forms printed for the guarantees. The customer is given a signed copy and the firm also retains a copy. The factory guarantee covers the first 4,000 miles, but after that the dealership is entirely responsible for the remainder of the guaranteed period.

Had Idea in Hospital

The idea for the guarantees came to Davis while he was in the hospital after an appendectomy. If the idea continues to work as well as it has during the first few weeks, those days in bed may turn out to be some of the most profitable Davis ever spent.

"Three years ago we started offering an insurance policy on transmissions, rear ends and engines to new car buyers," Davis said. "We charged \$15 for it."

"We didn't advertise the insurance policy but our men did use it as a selling point in dealing with motorists who had been driving another make. Over the months we sold several hundred of these policies for \$15 each. And I've never had to spend a nickel on a transmission, engine or rear end covered by one of them."

Then I had the idea of giving this protection to the customers instead of selling it to them."

So Davis had the guarantee forms made up and began to advertise the program. There was an immediate response and the interest of prospective buyers in the plan is continuing.

Judging from his experience with the \$15 insurance policies, Davis doesn't expect to have to spend much money on guaranteed transmissions, rear ends and engines.

"Even if I should have to replace a transmission or engine, the advertising value and the sales we have made as a result of the guarantee would make up for it many times," Davis said. "We aren't the last but worried about what the guarantees will cost us."

If the response to the program continues the way it has started, it would seem that Davis has one good answer to increasing competition.

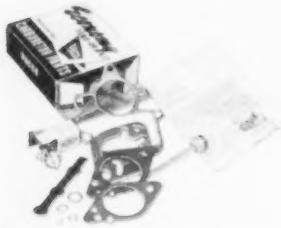
Here they are!!!

PROFIT PRODUCING AUTOMOTIVE PRODUCTS

PACCO'S Quality LINE OF QUICK MOVERS FOR QUICK PROFITS



ECONOMY REPAIR KITS — Minimum parts to give an economical, quality repair job. Your customers save and you profit!



GASKET KITS — A complete set of gaskets for every popular carburetor type. A ready source of profit!



VISIT US AT THE SHOW — Booth No. 64. See our line of replacement kits, bulk parts assortments, merchandising displays and oversize parts tools.

PRECISION AUTOMOTIVE COMPONENTS CO.

7263 Lansdowne Ave.

St. Louis 19, Mo.



If your customer is a
BEAVER for performance . . .



set the timing
to take full advantage . . .



of the high antiknock quality of
"ETHYL" Gasoline . . .



and keep him happy
with you and your service.

ETHYL CORPORATION, New York 17, N.Y.

Products sold under the "ETHYL" trademark: Antiknock Compounds, Self-Cake, Ethylene Dicloride, Sodium Metal, Chlorine Liquid, O-Soluble Oil, Boron Resinoids, Technical



The spring sunshine feels mighty good these days and the presence of the photographer was a good reason for the personnel of Arl J. Dillman & Son, Inc., Caruthersville, Mo., to get out and enjoy it while this picture was made.

Jobber News

(Continued from page 84)

According to a release from the show office, the San Antonio chamber of commerce has arranged for a four-day trip into Old Mexico for those factory people or jobbers who want to cross the border.

Jobbers interested in sponsoring the show should address their inquiries to the show office, 700 Insurance Building, San Antonio. They, like sponsors already signed, will be supplied with complimentary tickets of admission for distribution among customers.

These tickets will admit holders to the show between 1 and 6 p.m. on March 23 and 24, between 1 and 9 p.m. on March 25 and all day March 26.

Meanwhile, exhibitors and jobbers were working out schedules for sales conferences, which will consume the morning hours during the first three days of the show. The show management was urging jobbers to promptly make conference arrangements with selected exhibitors.

"Get It from Your Jobber," the theme of the Eighth Southwest Show, to be used on promotional material and will be carried out in show decorations.

In addition to Mountjoy and Johnson, officers for this year's show are G. C. Cross of Austin, first vice-president; M. N. Jacobs of San Antonio, second vice-president; and C. M. Fugh of San Antonio, treasurer.

Members of the board of directors are jobbers—W. D. McDonald of Shreveport; Stanton Thatcher of Amarillo; W. H. Vick of Oklahoma City; and C. H. Westbrook of Texarkana, Ark.; manufacturers' agents—John Brockenbrough of Waco, Texas; Everett George of Dallas; William Hempfahl of Dallas; Fritz Keller of Fort Worth; B. A. Kline of Oklahoma City; and J. B. Sampson and S. N. Strood of Houston.

The show committee, headed by Elmer T. Miller of San Antonio, includes Wayne Bell of San Antonio and Bob Elito of Corpus Christi, jobbers, with Sam Brown of Dallas, John McKinney of Houston and Ed Shipp of Dallas, manufacturers' agents.

GATKE

Gatke Does It Again

**4 DUZ-ALL LINERS
SERVE ALL CARS**

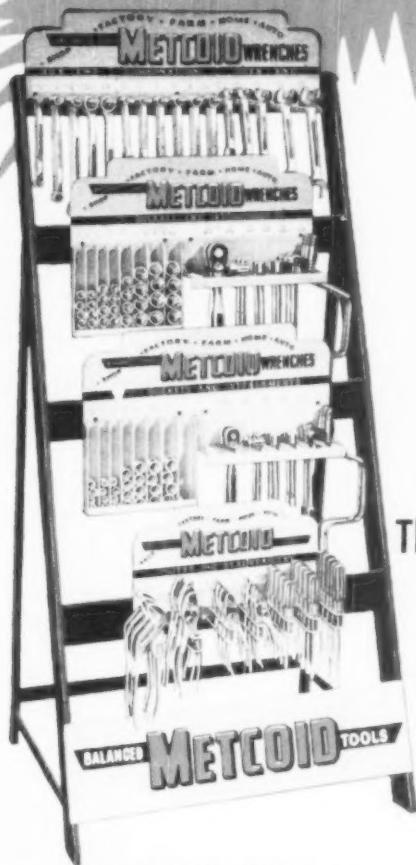
Just Ask your GATKE JOBBER or Write us.

Manufacturers of

ASBESTOS BRAKE LINING FOR EVERY PURPOSE
MOULDED ASBESTOS FRICTIONS - ALL SHAPES AND SIZES
MOULDED FABRIC BEARINGS SERVING ALL INDUSTRIES
TIMING GEARS • ASBESTOS TEXTILES

GATKE CORPORATION - 228 N. La Salle St., CHICAGO 1.

HERE IT IS!



**ALL FAST MOVING NUMBERS
SMALL INVESTMENT
FINEST QUALITY TOOLS**

Contains 28 $\frac{1}{2}$ inch drive hot forged sockets and 12 attachments, 32 $\frac{1}{2}$ inch drive hot forged sockets and attachments, 20 pliers, 18 screwdrivers and 46 box end, open end and combination wrenches attractively displayed on a sturdy compact metal display rack. The finest that money can buy . . . guaranteed against defective materials and workmanship.

CONTACT YOUR JOBBER TODAY

The NEW SUPER *4 in 1* **METCOID TOOLMART No. 168 Assortment**

**The Modern TOOL MERCHANTISER
THAT STIMULATES
QUICK, PROFITABLE SALES**

All complete in one compact, self-selling display. Requires only a few feet of floor space. No duplication of sizes — no slow moving numbers — no obsolescence — professionally designed, guaranteed tools, finished in gleaming nickel chrome yet priced to sell fast.

America's Fastest Growing Tool Line.

METCOID SOCKETS ARE HOT FORGED!
Thinner Walls • Lighter Weight • Deeper Broach • Stronger

List Price \$189.00 Dealer's Price \$126.00

SOLD ONLY THROUGH AUTHORIZED JOBBERS

METAL ENGINEERING COMPANY
PLANO, ILLINOIS

Kester Solder



Kester Acid Core Solder is without equal for automotive work. Made only from newly mined grade A tin and virgin lead. Fluxes chemically correct.

Preferred

Why are Kester Solders preferred by the trade? Because the name Kester stands for top quality, dependability, and uniformity. Kester Acid Core Solder for general work, Kester Plastic Rosin Core and "Resin-Five" Core Solders for automotive electrical work,

Saves Time

Get Kester today. You will be amazed at the speed and ease that Kester does even the most difficult soldering jobs. Use Kester once and you will use it forever.

Kester Solder Company

4201 Wrightwood Ave., Chicago 39,
Newark, N. J. - Brampton, Canada

**KESTER
SOLDER**



The Mechanics Standard since 1899

We're Sorry!

It was a case of the right company and the right photograph but the wrong man's name.

Cuthins with the photograph of the Southwest Show space drawing in the February issue listed the drawee as G. B. Tanner of Industrial Tape Corp. Instead, it was R. P. Dick Childress.

NSPA Slide Films Teach "Aggressive Selling"

A sales training program for 40 members, composed of eight 15mm slide films with sound, has been made available by National Standard Parts Association. Executive Vice President J. L. "Jack" Wiggin announced.

Titled "Aggressive Selling," the training series includes an introductory film and seven films on individual sales problems such as the different types of prospects, human relations in selling and closing deals as salesman.

Southwestern Wholesalers Will Meet March 30

The Southwestern Automobile Wholesalers Association will hold its annual spring meeting March 31 and April 1 at the Majestic Hotel, Hot Springs, Ark.

Almon Kleck of Winfield, Kan., president of the association.

Buxbaum Names Representatives

Buxbaum Co. of Canton, Ohio, in nominal list monthly those representatives and their territories: Jerry & Hemphill, Dallas, Texas, for south western area; Cain-Lamke Sales of Bay Village, Ohio; the West Virginia

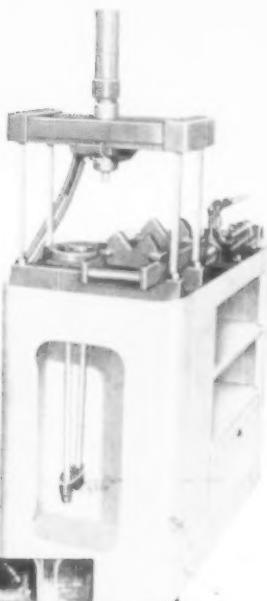
"Fritz" Roberts' Father III

Albert Roberts, Sr., retired father of A. J. "Tate" Roberts, business manager of *Southern Automotive Journal*, underwent a serious operation at St. Peterburg, Fla., hospital late last month.

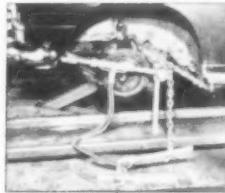
Wannmont Joins Dieterich

J. M. Wannmont has joined Dielectric Products Corp., manufacturer of Kevlar and Road Quiet visors, as sales promotion manager. Wannmont was formerly with Sterling Tool.

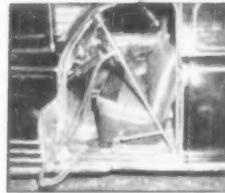
Direct PUSH and PULL power with the new Hein-Werner G.A.C. Hydraulic Utility Unit



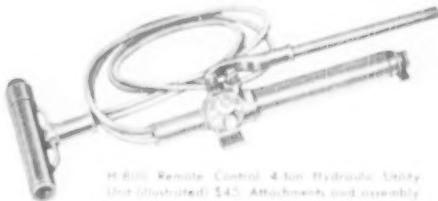
PUSHING entire grill



PULLING front fender



ALIGNING front door frame



H-800 Remote Control 4-ton Hydraulic Utility Unit (illustrated) \$42. Attachments and assembly price \$63. West Coast prices slightly higher.

- ★ Hein-Werner G.A.C. Hydraulic Utility Units are double acting. They PUSH and they PULL.
- ★ Easier to set up, and require fewer attachments.
- ★ Operate at any angle—and in any position.
- ★ Cannot become airbound at any angle or in any position.
- ★ Protected by Safety Valves. Cannot be overloaded.
- ★ Available in 4, 10 and 20-ton capacities, with a wide variety of attachments . . . for body, fender and frame repair work.

Ask your jobber

OR WRITE FOR DETAILS

HEIN-WERNER CORP., WAUKESHA, WIS.

HEIN-WERNER manufactures bumper jack hydraulic jacks for passenger cars . . . trailer axle jacks for trucks and buses . . . cylinder jacks for heavy-duty truck bodies . . . hydraulic service jacks for shop use.



Does ALL these jobs and
hundreds of others . . .

ALIGNING

Bodies
Frames
Fenders
Doors
Decks
Door Posts
Truck Hitches
Window Frames
Hoods

Straightening

Box Channels
Sheet Metal
Door Panels
Hoods
Bumpers
Cowl
Fenders

Floor Structures
Door Posts
Axles

PULLING

King Pins
Gears
Bearings
Wheels
Wheel Hubs
Press Fitted Parts
PRESSING
Spring Springs
Clamped Parts
Bushings
Parts for Welding
Bearings
Gears

Deliveries Are Headaches, One-City Survey Reveals

DELIVERIES are a big headache for jobbers these days and nobody seems to have found the perfect remedy, though a number of remedies are being tried. "Spot" delivery service helps satisfy the demands of customers but it makes the punch on net profits just that much greater.

How far can a soldier go with an

crowd delivery service before the cost begins to outweigh the benefits? Judging by a survey of jobbers in one large southern city by staff members of *SOUTHERN AUTOMOTIVE JOURNAL*, the positive answer to that one isn't known. And the situation in this city is typical of others throughout the South. The jobbers talked freely,

Ob. for a Regular Schedule?



GET IT FROM YOUR JOBBER!



R. L. "Bode" Thomas has been appointed Atlanta district manager for Grey-Rock Division of Raybestos-Manhattan, Inc. A native of Tulsa, Okla., Thomas has covered that territory for several years. Merle R. Sunnen, also of Tulsa, has been appointed to succeed him in the Oklahoma, Arkansas and Texas Panhandle territory. The Atlanta district includes Virginia, North and South Carolina, Georgia, Tennessee, Florida, Mississippi and Alabama.

of trucks to take them. You can't deliver to everybody at the same hour and often it's just as easy to have the truck stop by the store on the way from one section to another."

The cost of delivery is worrying all sellers, it seems. They try to turn corners with better grouping of orders and more efficient personnel but nobody seems to have found a way to make my substantial reduction in cost.

With the present wage scale, the size of delivery units and the minimum, it costs about three times as much to operate a truck today as it did before the war, one adviser commented. Yet profit margins are generally lower. That's why we are sticking to a delivery schedule and not going for spot deliveries. A lot of sellers don't realize just how much delivery service is costing them in their operations today.

There are two kinds of sellers we found. One kind puts his money in delivery service and gives it another truck depending on frequent trips to the terminals to help him make deliveries.

We prefer to put our money in a more complete stock. We like to say, our customers come in and building business can sometimes free hours so that they will, as often times they want especially equipment repaired and we can make additional sales that way. When you do business clients are phone and quick

A SUNNEN WET HONING MACHINE is a PROVED MONEY-MAKER on ENGINE and FRONT END REPAIRS



Mandrels available
for all hole diameters
between .450" and 2.400"

Model LRA-650
Sunnen Wet
Honing Machine
\$124.00 including
standard accessories
and honing oil

Yes, the versatile Sunnen Wet Honing Machine is one of your most profitable investments. Check it yourself. Compare the number of different jobs it does, the time it saves, and the income it earns you—put it up against other shop equipment of similar or greater cost. You'll see Sunnen Wet Honing out in front!

Sunnen Wet Honing is the fastest, most accurate method available for sizing holes...and you're confident that the job is done right. Piston pin bushings, con-rod bushings, spindles, hydraulic brake cylinders, transmission housings—these are but a few of the repair jobs that Sunnen Wet Honing handles, jobs you can do right in your own shop.

Check the cost, the uses, and the profits—and you'll find that a Sunnen Wet Honing Machine pays for itself fast. Call your Sunnen jobber today and ask him to arrange a demonstration.

IN SAN ANTONIO MARCH 23-26 VISIT BOOTH 192-3

SUNNEN PRODUCTS COMPANY

7913 Manchester Ave. • St. Louis 17, Mo.
Canadian Factory: Chatham, Ontario

DOES MORE WORK--EARNS MORE PROFIT

*It's The New
VERSATILE*

SAMSON
SHOP KING
FULL OR SEMI-HYDRAULIC
Free Wheeling Hoist



Designed for both passenger cars and trucks, the new **SHOP KING** Samson Hoist has the same fine engineering, materials, and rugged construction as all Samson lifts.



Write or Phone for Catalogue Sheets
SAMSON MANUFACTURING CO.

P. O. BOX 682 FRESNO, CALIFORNIA PH 2-9386

THE WAY
TO CLEAN METAL PARTS
NO BRUSHING
NO SCRAPING
NO HEATING



Why use old-fashioned methods when Bendix® Metalclene parts cleaner is the ideal solution? Use it anytime without heating! Just dip—don't scrub—and parts are as clean as new! It lasts and lasts for real economy! It's the modern way to clean all metal parts and tools. Order a supply today.

See page 100

BENDIX PRODUCTS DIVISION of
SOUTH BEND 20, INDIANA

Export Sales: Bendix International Division, 72 Fifth Avenue, New York 17, New York



delivery, you may a lot of these sales."

Another jobber who has continued scheduled deliveries reported that his firm was making a determined effort to get their accounts to carry larger parts inventories. Buying in larger quantities enables the shops to get better discounts and offer better service in many cases. And it has helped to cut down on requests for spot deliveries.

So while some say that quick deliveries are the only way to hold the business, others depend on increased sales in the store, quantity orders and more tightly controlled expense of scheduled deliveries to make up for any business lost because of delivery policies.

Delivery service is a big problem but it's not the deciding factor in maintaining a profitable business, one jobber commented. "Some lost sales attributed to delivery policies are really lost to poor advertising. And the cost of deliveries is just one item in the profit margin picture."

Kelly B. Spencer Dies

Kelly B. Spencer, of Atlanta, Ga., manufacturer's representative, died suddenly Feb. 25 while attending a meeting of ABC, No. 6.

Young Moves to Atlanta

J. Austin Young, sales representative at Commercial Solvents Corp. in North and South Carolina, Florida, Georgia and Alabama, is now making his headquarters in Atlanta. His former office was in the Cincinnati, Ohio, area.

Weaver Sends Evans South

J. B. "Tex" Evans has been appointed sales representative for the Weaver Manufacturing Co. in Kentucky, western West Virginia, central Tennessee and southern Ohio.

Charles Jackson of Hayes & Hopson, Inc., Adairville, N. C., is back from a vacation in Florida with plenty of fish stories but little profit no pictures," according to his fellow employees.

Julian Lovett is now working for Rust Master Chemical Corp. under the supervision of Lawrence M. Hinsig & Co., Jacksonville, Fla. He will cover Virginia, West Virginia and southern Kentucky.

H. D. McCallister, territory manager regional firm Hayes & Hopson, Inc., Adairville, N. C., it was reported last month by O. L. "Pete" Garner, secretary treasurer.



The SUPAR Line FOR REALLY BIG PROFIT HAULS



...hook on to

the SUPAR line

Yes, sirree — here's the line of automotive necessities that makes more than nibblers out of your customers.

That's because

1. the SUPAR line has loads of eye-appeal for buy-appeal.
2. these are all high-quality products backed by the best name in the industry.
3. they're fairly priced . . . ticketed in such a way as to assure you substantial profits, quick turnover and complete customer satisfaction.

Win with the "good ole SUPAR line." Set 'em up and watch 'em sell!



PETERS AND RUSSELL, INC.
MANUFACTURERS OF AUTOMOTIVE NECESSITIES

Springfield, Ohio, U.S.A.

REPRESENTED LOCALLY BY

L. M. HIRSIG & CO.
Hildebrandt Building
Jacksonville 2, Florida

and

HIRSIG-FRAZIER CO.
Futura Exchange Building
Dallas 1, Texas

See the SUPAR LINE at Booth Nos. 89-90:
the Southwest Automotive Show



The southerners were really working hard at a recent sales meeting of Hein-Werner Corp., Waukesha, Wis. Left-hand photo shows Don Caphton demonstrating the hydraulic utility unit to John McEvoy (left) and Gordon Barrett. All these men are with Caphton & McEvoy of Dallas, Texas. Other photo shows Julian Sergeant of Taylor Brothers, Richmond, Va., giving a similar demonstration to his associate, E. R. Lafferty, Jr.

GREENFIELD CUSTOM BUILT SHADEMASTER

Beyond a doubt the smartest looking visor on sale includes refinements that are years in advance of the field. Will enhance the beauty of any today's cars — with its trim, graceful lines, enriched with heavy chrome-plated front edge and center strip.

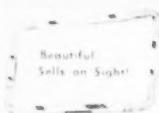
SHADEMASTER is substantially built of heavy gauge Aircraft Aluminum — edging is solid brass — will not rust. Its quality throughout — blends gracefully with contour of car — and made to fit most cars. Can be installed in a few minutes, stamps to rain gutter, and holds securely — there's no vibration.

SHADEMASTER — THE VISOR OF DISTINCTION

Other GREENFIELD QUALITY Products



Eye-Eze
All lenses should be chosen
aligned. Our selected lenses
keep your eyes comfortable
and give you clear vision.
Made of safety glass and
durable safety frame.



Adjusto-Frame
For all license plates, no
drill work required. Combines
decorative and protective features
choice of 3 colors.
Packed in attractive display
plus various



Wind-Eze
Greatly improves car ventilation
add to driving comfort,
and to beauty of car.
Rust proof, Weather
resistant, chrome plated.

Write TODAY for literature and prices on these popular items.

THE GREENFIELD CO.
4417-19 W. RICE ST.



P & D Revises Southern Set-Up for Sales

OPENING of warehouses in Dallas, Texas and Atlanta and some changes in personnel are part of the program of P & D Manufacturing Co. to improve service in the southern territory.

The new warehouses will carry full stocks of the complete P & D line.

Fred Baker is now district manager of the southeastern region and Raymond Arnold is district manager for the Midwest. Albert Kennedy heads the eastern Kentucky and Ohio districts.

Texas Gets Lamp Division

A Texas sales division for the Westinghouse Lamp Division has been set up at 209 Bowler St., Dallas. Raymond K. Leonard, formerly assistant manager of the St. Louis district, is manager of the new unit.

Bob Coleman Has Operation

R. F. "Bob" Coleman, district manager for Electric Auto-Lite's Mid-Atlantic Division, is back on the job after an appendectomy at an Atlantic hospital last month.

Prest-O-Lite Names Leonard

Richard F. Leonard of St. Louis, Mo., is now sales representative for Prest-O-Lite-Battery-Car in the district which includes Missouri, Kansas and parts of Illinois.



W. L. Bowron (left), formerly sales manager in the Dallas district for the Willard Storage Battery Co., has been appointed California district sales manager. N. G. Wolfe (right) has succeeded Bowron at Dallas. He was formerly manager of Willard's Dallas plant and has been with the company 33 years.

Sheen Leaves Southeast

John Sheen of Asheville, N. C., formerly district manager in the Southeast for Thomas A. Edison Inc., Automotive Division, has been appointed eastern regional sales manager. Sheen has been with Edison since 1937.

555 Opens at Fort Smith

A branch of 555 Inc. opened recently at Fort Smith, Ark. Elwin Henrick, who has traveled for the Little Rock company for several years, is manager of the store situated at 1099 Rogers.

Lee Mashburn has been promoted to territory manager in the mid part of Mississippi for Lawrence M. Hirsch & Co., Jacksonville, Fla. He was formerly assistant to Harry Smith in the North Carolina area.

The 1950 outlook for business in our territory is very good," Clyde Bassett, sales manager of Auto Spring & Supply Co., Wichita Falls, Texas, reported last month. "We have added two machine shop specialists and our sales force is better qualified for the job ahead."

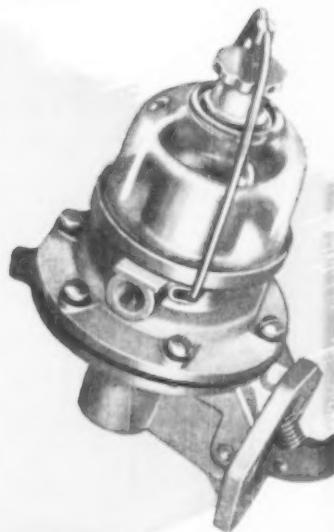
E. F. "Gene" Kendall has sold his interest in Automotive Supply Co., Amarillo, Texas, to the present owners.

"We recently added the Choldin cooling system cleaner and Allen testing equipment to our line," Secretary-Treasurer O. L. "Pete" Garner of Hayes & Hopson, Inc., Asheville, N. C., reported.

Going Over **BIG...**

COMPLETE LINE OF

Fuel Pumps and KITS



—the strong, selling story
of the exclusive, long-
wearing, trouble-free
NYLO-PRENE® diaphragm.

There's an exact-dimensional, perfect-fitting replacement — for all popular makes of cars — in the *complete line* of P. & D. Fuel Pumps and Kits.

IN ONE WORD

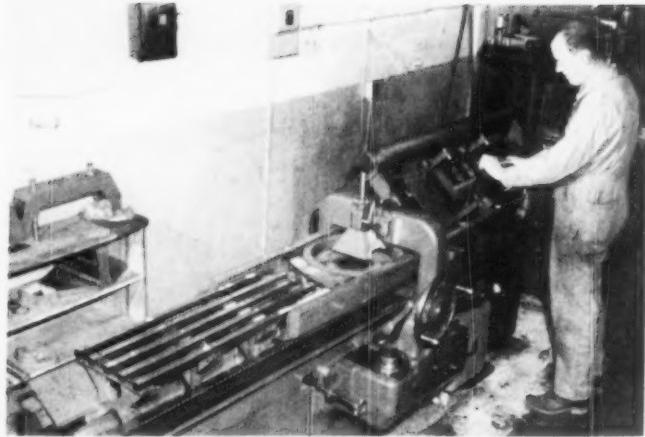
dePenDable



MANUFACTURING COMPANY, INC.

LONG ISLAND CITY 5, N.Y.





Eddie Jenkins appears here with his money-saving grinder.

His Automatic Grinder Is Paying Off

AN AUTOMATIC surface grinder is paying for itself at Jenkins Automotive Service, Inc., at Columbiaville, S. C.

The machine cost approximately \$4,500 and since it was installed five months ago, gross volume from the

unit in the firm's big machine shop has expanded steadily from less than \$200 until last month when the figure approximated \$850. Additional volume is anticipated according to Shop Manager E. A. Jenkins, Jr., when straight edges advertising the service are lent to garages and dealerships in the company's territory. The straight edges are used to check

the heads which are taken off by the customers.

"In the four months time we have had this grinder," said Jenkins, "we haven't had but four cylinder heads that did not need resurfacing. We have found the average head to be warped from .012" to .018" or the machine has to remove that much."

It doesn't take highly-skilled labor to run it. I can teach the office boy to run it in 30 minutes.

The machine grinds heads, manifolds and engine blocks. The one previously used by Jenkins was a hand-type and it, he said, "took a good man—and a patient one—to turn out a 50 per cent perfect job."

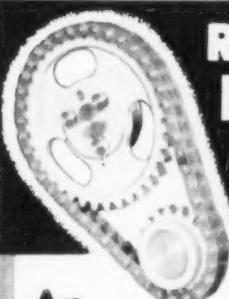
Cole Hersce Names Andres

Vernie R. Andres has been appointed representative for Cole Hersce Co. in Tennessee and portions of northern Alabama and southern Kentucky. His will be headquartered at 515 South College St., Covington, Tenn., company officials reported.

Mobile Firm Purchased

John "Boots" Nichols, Jack Goss and Carl "Scotty" Scott recently bought the Auto Machine Service, Mobile, Ala. The firm will sell automotive and home wear and carry a complete line of pistons, rings, bearings, gaskets and related items.

Rudy Harpek of San Antonio is now head counterman of Motor Supply, Corpus Christi, Texas. Two countermen have been added—Bill Lesberg and Ray Chilton.



Replace with
LINK-BELT
SILENT
TIMING CHAINS
and SPROCKETS

EVERY JOINT IS
SELF-ADJUSTING

LINK-BELT COMPANY
 210 S. National Ave., Indianapolis 6, Ind.
 Wholesalers to all principal trade journals

11-790-8

Visit our exhibit at the Southwest Automobile Show, space 65, March 23 to 26.

SALES REPRESENTATIVES

Progressive manufacturer needs alert sales men for two southern territories — Tennessee, Arkansas, Alabama, Mississippi and Louisiana. Call on automotive jobbers. Sell fast moving equipment item. Many exclusive selling features. Liberal income. Must be under 35. Give details of past experience, age, family status, etc. Box No. 144 SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St. N. E. Atlanta 5, Ga.

FOR SALE — 10 KW ELECTRIC PLANT

Compact unit with engine and generator in stream-lined housing. Automatic control, push-button starting. 115/230 volt, single phase, 60 cycle. 3-wire generator driven by efficient Willys gasoline engine. Mounted on skids, complete with remote switches, wire and tools. Operated only 500 hours before replaced with power line service. Used for industrial, commercial, construction or agricultural use. Ideal for stand-by service. Will sell at \$900, which is less than half its initial cost. Address Box 143, c/o SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St., N. E. Atlanta 5, Ga.

Oklahoma City Boosters Plan Annual Party

The 1950 annual Boosters party will be held at the Biltmore Hotel Oct. 20-21 in Oklahoma City, A.R. Suite No. 27, Savitar Hotel, 8 South unnumbered last month.

The date is to change six months from the last Saturday in the month to the first Saturday.

Lotton Manages Williams Automotive Division

Ray Cottin has been promoted to manager of the Automotive Division of Williams, Hudspeth, Co., Fort Smith, Ark. He has been with the company for many years and is well known in the territory.

Charles Glannett is now purchasing agent. Bill Kinnanion, formerly connection, has been advanced to store manager.

Reliable Has Southern Meetings

The Standard Electric Co., Inc., manufacturer of Reliable batteries, last month held a series of sales and service meetings in various southern cities, beginning in San Antonio, Texas, and ending in Dallas. General Manager Dan Dubroki and T. J. Eckerly, sales manager, were among the factory men who spoke at the branch meetings.

Weldon Goes to El Dorado

K. J. Weldon has moved to El Dorado, Ark., to become manager of Automotive Parts Co. there. He was formerly in the machine department stores in Marion, La. Weldon succeeds Marion Hudson, who has moved to Atlanta.

We recently added Tasco ignition parts, Champion engine and Thermoid motor lines. K. P. Kaiser, manager of the Home Supply Co., Tulsa, Okla., departed.

W. B. Thurmond, manager of Auto Spring & Supply Co. at Weatherford, Texas, for 20 years, died on the 2nd last month. Sales Manager Clyde Bassett reported.

"General conditions in our trade are average," O. L. "Pete" Garner, secretary treasurer of Hayes & Hopson, Inc., Asheville, N.C., reported at last month's meeting.

S. M. "Sam" Newberry has purchased the General Supply Co. at Eufaula, Texas.

COOL COMFORT for Shop or Home! A REAL PROGRAM for Profitable Resale!



ELECTRIC FANS



PLENTY OF DEALER MARGIN!

Biggest bargains available anywhere against sweltering summer heat! Last year, hundreds of dealers, repair shops and service stations took advantage of Fast Cooler quality and prices! This year, YOU too have an opportunity to make the most of Fast Cooler Fans—designed to meet all normal needs for summer cooling in homes, offices and stores.



ALL-PURPOSE HANDI-FAN

Portable 16" Model. Use it for air circulator, window fan, kitchen fan. All steel. Mahogany Hammered Finish. Moves over 12,000 cubic feet of air per minute. Sensational value!

3 Speed Switch—RETAIL \$39.95
Single Speed—RETAIL \$34.95



PEDESTAL FANS

18" Models. Moves 22,000 cubic feet of air per minute. Quiet, powerful. All-copper motor. Light green Hammered Finish and Chromium finish.

High Pedestal
Adjusts 45° to 72° in height. Lifts up and down.

RETAIL \$69.95
Junior Giant
Lifts up and down.

RETAIL \$49.95

1-Year Guarantee On All Models

20" WINDOW FAN

Moves over 35,000 cubic feet of air per minute. New quick installation makes this portable from window to window in a moment. Quiet rubber-mounted motor. Mounting fits windows 29" to 36". Rugged steel construction. Beautiful finish. Outstanding buy!

RETAIL \$59.95



Get In Touch With Your Jobber At Once!

Get YOUR share of these hot-weather money-making Fast Coolers

Phone Or Write NOW!

ASSOCIATED EQUIPMENT CORP.

5147 NATURAL BRIDGE AVE.
ST. LOUIS 12, MO.

Melodee Sales are Humming

Melodee TWO TONE
Made in U.S.A. Pat. App. For
TWO TONE MUSICAL BIKE HORN

Available in 6 Colors—
RED • BLUE • GREEN
IVORY • WHITE
METALLIC PEARL

Measures 10" long. Bell Flare 2½".

ADJUSTABLE SWIVEL CLAMP FITS ANYTHING ON WHEELS.

only **98¢ RETAIL**

"EVERYBODY LOVES A MELODEE"

Here's a tuneful, cheerful earful that makes your cash register hum sweet sales music. MELODEE is completely new and different! It's the hottest selling bike accessory in recent years because it's built on a SOUND foundation of quality, beauty of design and big value like a musical instrument. MELODEE is precision made of specially formulated resonant plastic that insures high fidelity of tone. A fingertip touch of the pure LATEX surgical rubber bulb releases consecutive melodic notes pleasing to the ear and serves as a commanding safety signal as well. Comes in colors to match any bike and amazingly low priced at only 98¢ each retail. It's a honey of a money-maker!

IT'S ALLAN ENGINEERED

Melodee is designed and produced by A. Allan, noted sound engineer, originator of teatone, bulb-activated musical horns.

SELF-DEMONSTRATING DISPLAY CAPTURES MORE IMPULSE SALES

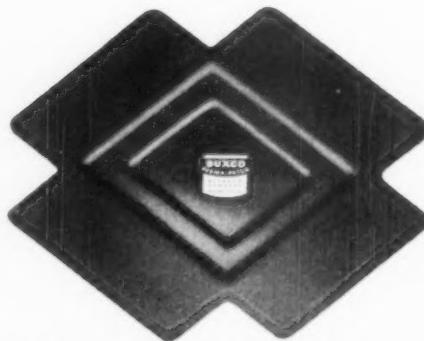
Occupies little space on the counter and does a big selling job. Each Melodee Horn is beautifully packaged in an attractive colorful carton. Ad mats, window streamers, sales helps are available to keep your MELODEE sales humming.

Send Today for Samples and Prices

MELODEE DIVISION, Waljohn Plastics, Inc.
437 - 88th St., Brooklyn 9, N.Y.

GREAT NEW MEANS GREAT BUSINESS!

PATCH NEW



BUXCO "PERMA-PATCH" puts profits in your pockets

The new Buxco "Perma-Patch" already has the trade talkin' for this great new patch has what customers need and want—a really tough, smooth-riding repair job. Has what jobbers want and need, too—a great talent for selling!



Clearly labelled, easily used, Buxco's "Perma-Patch" is flexible at any speed, strong by any standard: multi-cord construction makes repair as strong as tire itself. Because it was designed with your sales in mind, Buxco's "Perma-Patch" is a great money-maker for you.

Write at once for your copy of the new 1950 catalog of Buxco profit-making tire patches, CORD MATS, contour mats, utility mats, etc.



Judging from the smiles of these representatives from the south-east, southwest, northwest and western districts of the Raybestos Division of Raybestos-Manhattan, Inc., the future must look pretty bright. The photo was made at a recent replacement sales conference in Bridgeport, Conn.



MEWA Past-President Wilkerson Dies

W. F. Wilkerson, president of W. F. Wilkerson, Inc. and a past-president of Motor and Equipment Wholesalers Association died last month in Custer, Wyo. from a heart attack.

He was president of MEWA in 1936, chairman of the ASI Show Joint Operating Committee in 1937 and a member of the committee since that time. He participated in many association activities. He was a member of the panel which discussed inventory control at the recent MEWA business conference which was held in Chicago.

Shaler Dealers Attend Alabama Meetings

Five Shaler Co. confidential tee dealer meetings in Alabama recently in connection with a statewide newspaper advertising campaign. He was assisted by James R. Sullivan, district manager for Alabama, Mississippi, Kentucky and western Tennessee; R. R. Mackey, sales manager of Birmingham Electric Battery Co., also took part.

The meetings were sponsored in Tuscaloosa by Campbell Carburetor and Electric Co.; in Birmingham by Lowery Auto Parts, Liberty Motors Wholesale Parts Division; and Birmingham Electric Battery Co.; Dyerfield Williams Auto Parts, in Tuscaloosa; Auto Electric Co. and in Selma by Auto Parts Co.

Standard Promotes Texan

Tex Stark, formerly district manager in western Texas and New Mexico for Standard Motor Products, Inc., has just promoted to regional manager for the Rocky Mountain and Pacific Coast area.

Lubbock Auto Supply, Lubbock, Texas, has moved into the building formerly occupied by the Chevrolet agency. Ray Simpson is president.

Spring's coming!
get ready with
WHITEHALL SEAT COVERS!

Get your Whitehall Job
done now—details on
this fast selling seat cover
in store.

Whitehall Seat Covers are your assurance of greater sales in 1959. The "Luster-sheen" finish gives the smoothest seat cover surface on the market—a non-conductor of heat, cold, or electricity, it looks better longer. The hidden stitch construction, by actual friction test, will last over twenty times as long as outside stitches. The aqua-zene fiber, resistant to both sun and water, will wear and retain their colors to the maximum degree possible. These features mean long seat cover life! They mean greater sales for you!

WHITEHALL MANUFACTURING CO., INC.
1000 N. Western Avenue • Chicago 12, Illinois

HELPFUL BOOKLETS FREE

214

260. FACTS ABOUT IGNITION CONTACTS. This booklet tells how ignition contacts are fabricated, mounted, and used. It also gives information on the types of contacts available. Price, 10¢. Motor Sales, Inc., 1000 N. Dearborn St., Chicago 10, Ill.

262. OIL FILTER MERCHANDISER. These basic filters and how to sell them are outlined in this service sales kit. All the facts about Wix oil filters are in the catalog. Wix Filter Merchandise Dept., Wix Filter Co., Wix Accessory Division, Rockford, Ill.

263. BAND TOOL CATALOG NO. 437. An excellent guide to modern band tools. It includes a glossary of automotive terms and illustrations showing the right tool for the job. Price, 50¢. Band Tool Co., New Britain Machine Co., New Britain, Conn.

265. AUTOMOTIVE BEARINGS. Catalog No. 48, page 16, is a guide to selecting automotive wheel and main bearings for new vehicles and truck engines. Johnson Bearing Co., New Castle, Pa.

270. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS. What you should do to help to maintain the health of your engine cooling system depends upon what to do when engine trouble occurs. It is a cooling system that must be checked at a regular time. Price, 50¢. Wixton Products Division, 2000 Wixton Ave., Muskegon, Mich.

271. RADIATOR CORES. A 16-page book, No. 120, of recommended cores for various automotive makes. Design, construction and installation. It contains specifications, prices and dimensions. Published by advertising Lakes Auto Radiator Mfg. Co., 1000 Lakeside Ave., Cleveland 3, Ohio.

272. FREE CATALOG BULLETIN NO. 1000. Describes the new portable 1000-lb. One-Ton Lift-Plus hydraulic jack. Wix Filter Merchandise Dept., Wix Filter Co., Wix Accessory Division, Rockford, Ill.

274. BRAKE LINING BONDING. A simple bulletin designed to assist the body shop mechanic in applying the bonding compound. Complete instructions are given at home or away from the plant. Price, 10¢. K. S. Huntington Div.,

Alabama Jobber Meeting Will Be Work Clinic

The spring meeting of the Alabama Wholesaler Association of Alabama, scheduled April 10th at the Jefferson-Dixie Hotel in Montgomery, will be a work clinic.

Sixty representatives from all 21 members of the association are due to attend. The business conference will be an informal affair and the meetings will be as on the sabbath. In the morning, the K. S. Huntington Div. and National M. B. will conduct sessions.

Each of 200 auto dealers attending the meeting are due to be invited to make their business conference an affair they will be most interested and the meetings will be as on the sabbath. In the afternoon, the K. S. Huntington Div. and National M. B. will conduct sessions.

The second day of the meeting will be a day of discussion and auto manufacturers. A number of large car companies, automobile manufacturers, parts manufacturers, truck manufacturers, and radio stations will be present.

A lot of suggested topics for discussion will be all interests in this area have been asked to send in other topics that would fit in here also.

W. L. McCloskey, of Montgomery,

276. ROWLAND COIL SUSPENSION CATALOGUE. A 16-page catalog containing the full line of coil suspension equipment. All the major manufacturers of coil suspension units are included. The catalog gives complete information on coil suspension. Price, 25¢. Rowland Coil Co., Birmingham 24, Ala.

277. ELECTRICAL SWITCHES. The basic Wix Oil Filter product literature for gasoline, truck and marine applications, giving complete information on Wix electrical switches. Address: Wix Filter Company, 20140 Lincoln Avenue, Racine, Wis.

279. LIQUID SOLDER USES FOR BODY REPAIR. An excellent guide to common body repair jobs. Contains the use of the new K-W-K Metal solder. Includes directions for use of the new metal. Price, 50¢. Wix Filter Co., Wix Accessory Division, Rockford, Ill.

281. MICHIGAN ENGINE BEARINGS CATALOGUE. A 16-page catalog containing the latest and most advanced bearing designs for Michigan engines. It includes a detailed description of every bearing. Detailed technical information is given when possible. Detroit Automobile & Truck Corp., 20000 Gratiot, Detroit 2, Mich.

284. NEW 1949 BRAKE LINING CATALOG. Illustrated and described are the improvements in new linings, linings, shoes and heel plates. Also includes part numbers, prices and new Brake Lining Catalogue price, 50¢. National Mfg. Co., 1000 Lakeside Ave., Cleveland 3, Ohio.

286. AUTOMOBILE TOOL CATALOG. Shows descriptions and descriptions of the full line of Wixton Tools. Hammer, pliers and other automotive tools. Wixton Tools, Inc., Toledo, Ohio.

297. FREE SOLDER LITERATURE. A 16-page booklet on some properties of solder. It covers the general aspects of solder which will enable the reader to obtain additional solder suited to his needs. At least one good solder is often used in many applications.

Price, 10¢. K. S. Huntington Div., Wix Filter Co., Wix Accessory Division, Rockford, Ill.

President of the association, E. D. Hunter of Birmingham, is the president and Mr. W. M. McAllister, of Montgomery, is the vice-president.

Harry Waller has joined the staff of Auto Spring & Supply Co., Winterville, Miss.

Paul Oxley is now district sales manager for the K. B. Lamp Co., with headquarters in Marion, Ga. He will cover Alabama, Georgia and Florida. A veteran of 27 years in the automotive field, Oxley is well known in the states he will cover for the K. B. line.



285. MECHANIC DIVISION. American Smokey Bear Advertising Company, 100 Broadway, New York, N. Y.

288. AIR IMPACT TOOLS. The newest and greatest in the line of tools. Catalogue 254 describes the new products from the largest manufacturer of impact tools. Price, 25¢. Wix Filter Co., Wix Accessory Division, Rockford, Ill.

290. THE RIBBLITE MFG. CO. An excellent catalog of ribbed and corrugated flexible pipe, corrugated flexible tubing, corrugated flexible hose, corrugated flexible sheeting, corrugated flexible insulation and more. Price, 25¢. Riblrite Mfg. Co., 1000 Lakeside Ave., Toledo, Ohio.

291. MID-SCOTTISH CRANKSHAFT MANUFACTURE, OPERATION AND CONSTRUCTION COLOR FOLDER. Describes the Mid-Scottish crankshaft, its manufacture, operation and construction. Price, 25¢. Mid-Scottish Crankshaft Manufacturing Co., Ltd., Edinburgh, Scotland.

292. VAL-VIN BED. An original design which eliminates the need for a separate frame. The Val-Vin Bed consists of a sturdy steel channel frame and a heavy vinyl floor covering. It features a cushioned headrest and protects against moisture accumulation. Price, 100¢. Fisher Co., Winona, Minn.

293. BOOKLET OF TUNING, 24 STEP METHOD OF APPEARANCE, RESONATION, TUNING. A 16-page booklet on how to tune and resonate. Price, 25¢. NEW LOOK, 611 N. Broad Street, Philadelphia 3, Pa.

295. OIL FILTER & REFILE, RAPID REFILE CATALOG. An excellent catalog of oil filters and oil refiling units. It includes a wide variety of sizes, types and models of filters from various manufacturers. Price, 25¢. Wix Filter Co., Wix Accessory Division, Rockford, Ill.

296. TRUCK ARMATURE LATHE AND UNDERCUTTER AND GENERAL PURPOSE PRESS. A 16-page catalog describing the new model of the K. B. Lamp Co. Price, 25¢. Wix Filter Co., Wix Accessory Division, Rockford, Ill.

297. C. S. Gar-Stang Heads Sales for Barrett. C. S. Gar-Stang, a just-announced company, marketed by Barrett Equipment Co., Houston, president announced last month.

Gar-Stang is former sales manager of the automotive and marine division of National Account. He will continue to handle the national account business. The sales office is located in Houston. He joined Barrett in 1946.

Motor Supply Acquires Two Texas Branches

Motor Supply of Texas, Dallas, Fort Worth and San Antonio, has acquired Radio Auto Supply, Kansas City, Mo., and Radio Parts, Houston, Tex. The two new branches will be known as Motor Supply and Radio Parts under the direction of James E. Williams, president.

The new Radio Parts branch is located at 1000 Main, Suite 100, Dallas, 1110. The new Radio Auto Supply, 1000 Main, Fort Worth, is located at 1000 Main.

We are inviting all local dealers to come to our annual meeting, April 21, at the Motor Supply Company, 1000 Main, Fort Worth, Texas.

COMPLETE OIL CHANGE IN 1½ MINUTES

- right at the car
- saves attendant's time
- pleases car owner

MINIT DRAIN

VACUUM OIL CHANGER (PORTABLE)



helps you sell
MORE oil change jobs

MINIT DRAIN vacuum operated Oil Changer completely removes all oil from crankcase in 1½ minutes. Requires only 5 seconds to set ready for operation.

Visible interior - shows customer condition of oil removed. Drum tank with oil float gauge holds 18 gallons.

No electrical extension cords or air hose to unwind, hook up or trip over.

Steel and aluminum construction - brass fittings - non-breakable Lucite cylinder. Guar. antifreeze.

WRITE FOR \$67.50
New Bulletin tab St. Louis

WHERRY ENGINEERING
COMPANY

3229 Morganford Rd. ST. LOUIS 16, MO

America's Finest
Replacement Spring



TUTHILL SPRINGS Built for "smooth going"

Made of finest alloy steel, heat treated for extra wear, TUTHILL SPRINGS cost no more than ordinary springs, yet give many years of added dependable service.

Write for
TUTHILL Wall Chart
SPRING CO.

760 WEST POLK STREET • CHICAGO 7

D&T Engineered BALANCING WEIGHTS

THE "COMPLETE LINE"
FOR PASSENGER CARS & TRUCKS

SERIES
5 SIZES A



SPECIAL CADILLAC

SERIES
6 SIZES X



EXTRA THIN-UTILITY TYPE

SERIES
12 SIZES U



UNIVERSAL TYPE

TRUCK
8 TYPES
33 SIZES



TURNER MANUFACTURING CO.
KOKOMO, INDIANA, U.S.A.

UP TO 50% DISCOUNT

SALE TOOLS!

ATTENTION

TOOL SALESMEN TOOL WAGON
JOBBERS-JOB LOT BUYERS

\$35,000.00 Inventory

of nationally known make of tools, 26,712 pieces, some in complete sets, going to be sold at a big reduction, to buyers who can handle a quantity. We are closing out our small tool division.

"MAC" TOOLS — Complete line TRUTH TOOLS TUNE UP GAUGES ETC STREAMLINE BODY TOOLS KLEIN KRAEUTER WELLOCT & OTHER brand PLIERS ARMSTRONG & Other Make GEAR PULLERS MISENER ROTARY HACK SAWS LEMPCO REAMERS CENTURY HIGH SPEED DRILLS

This offering subject to prior SALE ALL TOOLS on display at our Atlanta Show Room. WRITE WIRE or CALL

S.D. POSEY CO., INC.

286 Spring St., N.W. Atlanta, Ga., Telephone LAmar 6687



Some of the 60 executives and salesmen who attended the recent annual sales meeting of Mills-Morris Co. at the Peabody Hotel in Memphis, Tenn., are shown here. Speakers representing some of America's largest manufacturers in the industry addressed the group, reported Treasurer Leo R. Jalemski, who conducted the meeting along with R. R. Meadows, vice-president Personnel from all eight branches, which have more than 230 employees, attended the meeting.

Industry Leaders to Talk At Southern Session

PROMINENT factory and association executives will appear on the program for the regional conference of the Southeast Automotive Show May 15-16 at Atlanta's Biltmore Hotel. Program Committee Chairman Harry Gee announced last month.

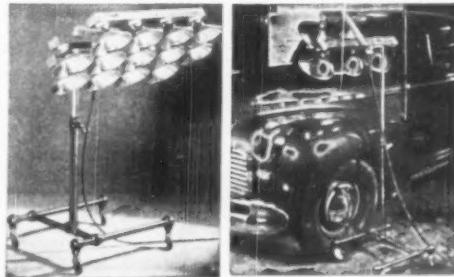
They will include Nathan M. Roberts, executive secretary of the Automotive Wholesaler Association of Alabama; Robert G. Patterson, vice-chairman-president of the Automotive Engine Rebuilder Association; T. Lyleon Hall, sales promotion manager



Mr. Roberts

MORE JOBS...MORE PROFIT!

Dry with NALCO INFRA-RED DRIATHERM Portable Units



- Here's what NALCO units can do for you—in 15 minutes!
- Entire fender jobs of synthetic enamel dried ready for polishing
 - Puffy glaze dried
 - Color coats dried hard for polishing

Eliminate the drying bottleneck in your shop with efficient NALCO carbon filament portable infrared units. By cutting drying time to a fraction, thus save you valuable time and drying space—both precious by enabling you to handle more jobs!

NALCO units are available in pairs, groups or banks and for tunnels. Write for your free copy of "Faster, More Profitable Auto Refinishing."

Southeastern Sales Representative
Carl Henry, 170 Ellis St. N.E. Atlanta, Ga.



1074 Tyler St.

NORTH AMERICAN
Electric Lamp Co.

St. Louis 6, Mo.

"Aero-Seal" HOSE CLAMPS

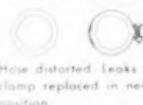
can be reinstalled
in
ANY POSITION
and still assure a
TIGHT JOINT!

Avoid leaky joints with "Aero-Seals." No need to position carefully on replacement. Curved saddle prevents distortion of hose, assures uniform sealing pressure around complete circumference. Hardened steel worm drive unscrews easily, but will never work loose.

BREEZE CORPORATION

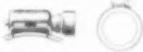


ORDINARY CLAMP



Hose distorted. Leaks if clamp replaced in new position.

AERO-SEAL CLAMP



Saddle protects hose. Uniform pressure prevents distortion.



NOW A WRITTEN GUARANTEE WITH EVERY AMKO WATER PUMP

NEW DESIGN CONSTRUCTION ENGINEERING

AMKO Pumps are Tops in Quality. New Design with New Improved construction methods and Precision Engineering under exacting supervision in our own plant enable us to give this written Guarantee with every pump to protect your customers.

Every AMKO Pump duplicates Original Equipment and their installation is an easy and simple job. BELLOWS EQUIPMENT TYPE SEAL WITH THICK CARBON WASHER—VACUUM TESTED. Write for catalog and price list. We make a complete line of FRONT END PARTS, UNIV. JOINTS, KING BOLTS & SPRING SHACKLES.

ALL PRODUCTS SOLD THRU JOBBERS ONLY

Equipment Type Seal

AUTOMOTIVE MFG. CO., INC.
General Distributors of Belows
370 W. Fulton St. CHICAGO 6, ILL.

Special Trade Offer on BUELL KLARION KITS

\$39.50 and \$73.00 list Complete

This special offer to the trade is being made to introduce the new Buell Air Horn Klarion Kits requiring no compressor. These low priced Kits may be resold for quick profits or used as demonstrators on your car. Compressor can be added later. Order samples below under Money Back Guarantee. Distributor will get credit and handle your repeat orders.

MONEY-BACK GUARANTEE:

You must be absolutely satisfied with your purchase of Buell Air Horns or your money will be immediately refunded.



MODEL 415 KLARION KIT
Includes 415 Chrome Horn,
27" x 27" overall Foot Control
Valve, Storage Tank, Air Gauge, Tubing and
Fittings. \$39.50



MODEL 413 KLARION KIT
Includes 413 Chrome Horn,
27" x 27" overall Foot Control
Valve, Storage Tank, Air Gauge, Tubing and
Fittings. \$73.00

FOR THE BEST—BUY BUELLS

Complete Air Horn Kits from \$39.50 to \$169.50 list

Gentlemen: Send me

410 Klarion Kits

435 Kits

S.A. C.O.D.

Bill us on Shipment

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Street

City

State

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DISTRIBUTORS!

BE FIRST
... with
this big
money
maker



Automotive paint colors can be mixed quickly and easily with a Coloramic Precision Matcher. Using the weight method, greater accuracy is combined in a fast, convenient machine to assure factory precision for every color order.

Small inventories and rapid turnover assure high profits. High quality assures repeat business without reselling the product. An exclusive territory assures security.

Investigate this 8 point program for successful, profitable paint distribution.

WRITE OR WIRE TODAY

AMERICAN LACQUER SOLVENTS CO.
PERKIOMEN JUNCTION, PHOENIXVILLE, PA.



SUPERIOR QUALITY TOOLS, HOT-FORGED FROM CHROME-NICKLE ALLOY STEEL

TR-1 "Job Designed" for Ford, Budd and Dodge wheels.

TR-2 "Job Designed" for servicing Chevrolet Dual wheels.

TR-3 "Job Designed" for International Federal Studebaker Diamond T and Mack wheels.

TR-4 Leverage bar with socket for GMC Reo and Federal wheels.

See Your Local Jobber
For Our Complete
Line!

Largest Exclusive
Manufacturers of Tire
and Wheel Changing Tools

They're
"Job Designed"
TR-1
TR-2
TR-3
TR-4

...NEW
"Job Designed" for the new
Chevrolet Trucks

TW-2
SET

The KEN-TOOL Mfg. Co. Akron 5, Ohio



"All right, Hugo. Get to work!"

Bear Changes Southern Territory Salesmen

Five changes in the southern sales representative of Bear Manufacturing Co. have been announced by Walter A. Hall, sales manager.

They include W. P. "Sandy" Sardino Jr. for southern Mississippi and Louisiana; F. A. "Andy" Young for southeastern Texas; J. S. Eddie Luskmon for central Texas and southern New Mexico; C. W. "Chas-

tie" Due for Oklahoma and the Tex & Panhandle, and R. R. "Bob" Shire for Florida and southern Alabama.

Jacobs and Rains to Move

Charles Jacobs and Marvin Rains expect to move into their new location at 216 East Pine St., Little Rock, Ark., about May 1. They will have more than 4,500 square feet of floor space, which gives them room for a complete machine shop service.



**Preferred by
over 66,000
body shops**

THE INDUSTRY'S
No. 1 METAL FILLER



Speedy Chamois Roller

NEW "SILVER" HAMMERTONE FINISH

BEAUTIFIES YOUR STATION

No EMBARRASSMENT when you reach for a chamois from your

SPEEDY CHAMOIS ROLLER

Your customer will look with

Satisfaction and Admiration

at the modern equipment you are using for his automobile



Visit us
in our
Booth 204

Manufactured and Distributed by

SPEEDY MANUFACTURING & SALES CO.

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523 NORTH BEVINS

JOHN M. LOCHRIDGE, JR.

Manufacturers' Representative

1404 Pratt St.

Phone, Yukon 8-7236

Amarillo, Texas

Dallas, Texas

Yes, the trade's preferred permanent surface solder is Kwik Metal—the 100% answer to easier, low-cost metal repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrinkproof. Unconditionally guaranteed!



KWIK PATCH KITS

Here is the perfect combination for large-area patching jobs. 3 profitable sizes \$3.25, \$5.25 and Economy \$11.00.

**SEE YOUR JOBBER OR WRITE KWIK-METAL DIVISION
ATOMIZED MATERIALS CO.**

2002 Major Drive, Pittsburgh, Pa. Distributed by
D. G. Ross, Alton Sales Co., Cleo Cornwell,
Henry B. Swank Co., J. H. Price



U. S. PAT. 2,118,867
GUNK DUNK BENCH Carburetor and Parts Cleaning Kit
New 6½ gal size, deep tapered design and

A WORD OF CAUTION
If it doesn't bear the genuine GUNK label, it is not acid and will not give you the safety and advantages of genuine GUNK and should be firmly refused.

1. Quickly digests and removes carbon gum, paint, lead, makes possible accurate visual inspection and fitting of delicate metering mechanisms, jets and orifices.
2. Lasts more than one year due to Hydro-Seal.
3. Automatic rinsing.
4. Works hot or cold.
5. Guaranteed.

SOLD BY BETTER JOBBERS EVERYWHERE

(If your jobber doesn't stock Genuine GUNK)

Attached is my business letterhead and check. Ship me:
() Kit (with Dipping Screen) 6½ gal. size. Dealer's net cost \$11.80. Shipment by fast prepaid railway express.



You don't buy a solder because John Doe has switched to that brand. You buy because you want a solder which will do two things—MELT FAST and PRODUCE A TIGHT BOND. Federated Gardiner brand Acid Core Solder does these two things best. All sizes, compositions.

A PRODUCT OF
Federated METALS

division of American Smelting and Refining Company
Whiting, Indiana (Chicago)



For over ten years, *Easy* Finishers have proven themselves on thousands of finishing and refurbishing jobs. We worked side by side with you to learn just what features you wanted. We then devoted years designing, testing, proving this NEW Model *DI* *Easy* Finisher. It's the first finishing machine built by experience to give you everything you need for maximum efficiency—with trouble-free low cost maintenance.

Only *Easy* Gives You:

VIBRATIONLESS ACTION—Revolving new, resiliently mounted motor assembly, no ordinary smooth motor assembly.

POSITIVE DRIVE—Regardless of the pressure applied, you will get the full power of the winding or finishing unit.

LARGE PAD—Takes full load of standard abrasive sheets 3 to 10 sq. ft. Larger sizes available. Machine working area is 100% accessible.

CORRECT WEIGHT—A proportionate weight of working unit. Heavy duty parts mean longer life and dependability.

LEVELIZER—Mounts without leveling even when in base of working unit.

STRATE LINE—There is no substitute for *EASY*'s straight-line back-and-forth action. No stops, grinds, stops, etc., up to 7000 moldings daily.

For complete story of *Easy* and other outstanding *EASY* features, send for bulletin or call your distributor or dealer.

DETROIT SURFACING MACHINE COMPANY
DETROIT, MICHIGAN



Brought the *Easy* directly up to moldings. No intermediate handling with *Easy*.

DETROIT SURFACING MACHINE CO.
7468 W. Davison • Detroit 4, Mich.

Name _____	Title _____
Company _____	
Street No. _____	
City _____	Zone _____ State _____



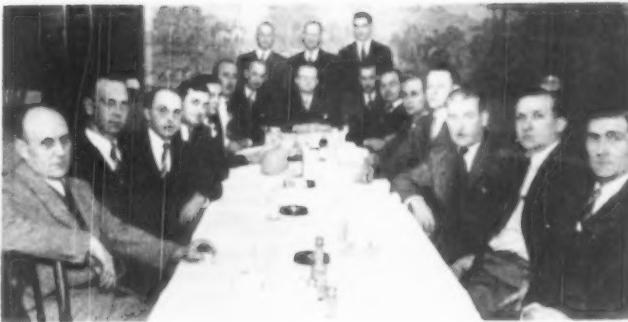
Complete Line
of
**BATTERY
CHARGERS**
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**STEAM
CLEANERS**
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**Both
Portable
and
Stationary**
—
**OIL-
CHANGERS**

WRITE FOR FULL INFORMATION TODAY.

Quick Charge

1750 N. E. Tenth St.
Oklahoma City 4, Oklahoma

It was graduation time in old Virginia when this picture was made. Seated around the table are members of an Allen tune-up class held in Clifton Forge, Va., by Ciner Parts Co. of Staunton. Manager Charles E. Kennard is at the head of the table and behind him (l. to r.) are Salesmen George Rowan, B. C. Knuckles and Carlyle Wilkerson. At his left is R. D. Fitzgerald, who teaches tune-up classes. Accountants from Covington, Hot Springs, Lessburg and White Sulphur Springs also attended the class, Kennard said.



Lynn, Hemphill Represent New Chamois Importers

PARTICULARLY through the influence of Ted Lynn and William Hemphill, manufacturers' agents of Dallas, Texas, a new importation company dealing exclusively in French

and English chamois, was recently established in Dallas.

Lynn and Hemphill will represent the Roux Importing Co., believed to be the first importers of chamois in Texas according to Lynn and dealing in skins hand-tanned in England and France.

Wet conditions were a primary factor in the fine action leather of Fox in Lynn's opinion.

Tony Barthes, Miret and Jospin-Rouys, abandoned their established firm in Paris and fled France when it was overrun by the German Nazis. They found their way to Dallas, became American citizens, then returned to France but soon became so disgusted with much bad established practice among dealers that they gave up.

But now they are controlling the Roux Importing Co. and will sell only through jobbers. The home name is "House of Boxes."

Jack Brown and Charles Kilpatrick have been added to the outside office force of Hayes & Hopson, Inc., Asheville, N. C. They will sell on their own and H&H accounts exclusively.

Ralph Red Johnson is now factory salesman for Motor Supply & Chassis Clinic, Texas. He will be in Kingville, the company reporting.

YOU'RE SAFE, SON!
My brakes are lined with
SOUTHERN FIBER BLOCK

SOUTHERN
FRICTION MATERIALS CO.-CHARLOTTE, N.C.



A complete listing of
Replacement Cores for—
**PASSENGER CARS,
BUSES, TRUCKS,
TRACTORS AND
MISCELLANEOUS
EQUIPMENT**

Write for your free copy today!

Dept. C The **LAKE AUTO RADIATOR** Mfg. Co.
5005 EUCLID AVENUE • CLEVELAND 3, OHIO

Announcing— **NEW RADIATOR CORE CATALOG** No. 130

This is the largest Lake catalog ever! Included in the more than 1,000 cores listed are the new Lake Tubular Cores. All cores listed are of the quality that has made the name Lake world famous.

CLEVELAND 3, OHIO

RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool strips and also crimps Rajah Terminals to Ignition Cable

Order from your jobber or direct from us
Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

Speed Way

Will Introduce



\$34.95 3 — phenomenal drills that embody radical new engineering construction and design.



\$19.95 2. The No. 79 SpeedDrill with $\frac{1}{8}$ " capacity, $\frac{1}{4}$ " power, $\frac{1}{4}$ " price — \$19.95, with working parts die cast into position. You have never seen a drill built this way.



\$14.95 3. The No. 200 1/4" Drill, a new price drill in a smart die cast housing that sells for \$14.95.

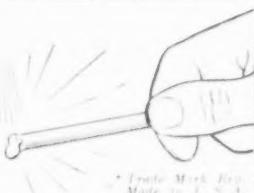
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**BOOTH 83A
SOUTHWEST
AUTOMOTIVE SHOW**

The Coliseum — San Antonio, Tex.
March 23rd, 24th, 25th, and 26th

Try — the best Body Solder you ever used — at our expense!

**SWISS®
Formulae
TINNERS
SOLDER**



* Trade Mark Reg.
Made in U. S. A.

Works better than any 30-70 — because of special formulation of Swiss Laboratory metallurgist. Perfected padding — stays where you put it. 3g. round extruded bar at no extra cost.

That's why Swiss® Tinners Solder is preferred by more body shops than any other. Once you try it, you'll never again let anybody sell you a solder claimed to be "just as good." Rush coupon for FREE testing sample.

No request for FREE sample honored unless jobber's name and address are given.

Paste on Penny Postcard — Mail Today!

SWISS Laboratory, 1553 Hamilton Ave., Cleveland 14, Ohio

Sure, we'll try your Tinners Solder — send FREE sample.

Our jobber's name is below:

NAME

ADDRESS

CITY

Write favorite jobber's name and address in white space below all

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**FOR ENGINE BEARINGS
CLUTCH PLATES AND PARTS
CHASSIS PARTS**

Monmouth
TRADE MARK
is the name

**The Complete Line . . .
that Completely Satisfies**

GASKETS GREASE RETAINERS OIL SEALS

Since 1906



THE
FITZGERALD MANUFACTURING COMPANY
TORRINGTON, CONNECTICUT

Fitzgerald
GASKETS

BURD
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PRODUCTS

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makes the men who "KNOW HOW"!

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AUTOMOTIVE MECHANICS
AUTO BODY & FENDER REBUILDING

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Sparton
THE NAME THAT SIGNALS

PLENTY OF PROFIT!

PART OF THE COMPLETE LINE of Sparton directional signals, auxiliary lamps, warning signals and other safety devices that help you tap all the automotive market. Check them here, see the complete line at the show: Southwest Automotive Show, Booth No. 743, San Antonio Coliseum, San Antonio, Texas, March 23, 24, 25, 26, 1950.



DIRECTIONAL SIGNALS

Approved by most motor-insuring companies



Series 500, Class B

Exclusive patterned aluminum reflector assembly. Heavy frame. 100% high-voltage visibility—up to 100 feet. See wire required. See S.A.E. recommended fixture type. Over all dimensions 4 inches.



Series 900, Class A

New Boston-type lamp with no right turn. Voltage 1200. Incandescent incandescent, incandescent. Lamp and mounting bracket of steel. Heavy-duty, high-grade phosphor-bronze.

NOTE: Series 900 for vehicles over 50 inches. Series 500 for vehicles under 50 inches. Not departing clearance lamps.

POLAVISION TRUCK MIRROR

Is a polarized, one-piece glass 30°—drives are so close together. Back-glass, rubber rimmed complete mirror and supporting metal frame available. Also supplied in clear glass.



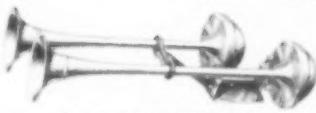
ARMORED CLEARANCE LAMP

Special External lamp combination light, made from heavy steel. Heavy-duty, phosphor-bronze. External mounting body. Body fixture provides rear body illumination pattern. Heavy gauge stamped steel body.

TORNADO HORN



Dual concentric, direct-ventilating horns. Comes in single, double, triple, and four-note. All have chrome-plated brass mounting brackets.



Leader of a complete line of automobile and truck horns

Sparton
AUTOMOTIVE
Division of
THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN

One complete line
one reliable
source. Makers of
quality safety sig-
nals since 1899.

TURNER

NEW '50 LINE

BLOW TORCHES and FIRE POTS

Illustrated here is the popular Turner No. 206-A blow torch one of the New '50 Line models with new styling, more features! Adjustable air siphoning tube (Turner's exclusive "Carburetor Control") permits balancing of gas and air mixture. Has automatic cleaning needle, replacement jet block, oversize fuel passages. High polished brass tank — bottom fill. Capacity — one quart.



**SEE OUR DISPLAY
AT SOUTHWEST AUTOMOTIVE SHOW**

THE TURNER BRASS WORKS

SYCAMORE ILLINOIS
Since 1871

Richlite ROCKET-GLO Sensational Smash Hit of the Year!



Here it is! The Richlite Rocket Glo — an amazing new type of exhaust deflector — now in its sensational twin rocket design — now in its STIMSONITE Jewels which glow in the dark.

The two STIMSONITE Jewels give an added safety factor — when parked or when tail lights fail.

The Rocket Glo tube is sturdy made of No. 18 gauge wall tubing finished with the famous Richlite Triple Plate. Made with a universal clamp — fits all cars. Catalog sheet on request.

No. 318 Complete with attaching bolt & nut.

Richlite MANUFACTURING COMPANY
2326 INDIANA AVENUE • CHICAGO 16, ILLINOIS

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Hy-Way Automotive
Hydrex, Second Floor and 101
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Hyline Engineering Div.
Hyline Products Corp.
Hyundai Motor Corp.
Hyundai Automative Prod.
Dts.

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Hudson & Seelye Co.
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Lithographico-Ford Glass Co.
Lomax Engineering Co.
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Hy-Way Automotive
Hydrex, Second Floor and 101
Hyundai Auto & Mfg. Co.
Hyline Engineering Div.
Hyline Products Corp.
Hyundai Motor Corp.
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Dts.

MacPhail, Corp.
Mather, Vernon Co.
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McDonald-Kempner Division
McGraw-Hill-Schaeffer Co.
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McDermit, & Tufts
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Moore, Instrument Co.
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**when you invest in the
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Index of ADVERTISERS

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Get DIXI-LUBE
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Order from your
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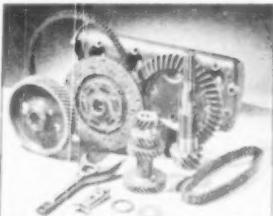
FACTS!

1. In this issue over 300 advertisers are placing their announcements before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 28,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal
ATLANTA, GEORGIA



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Work Faster —

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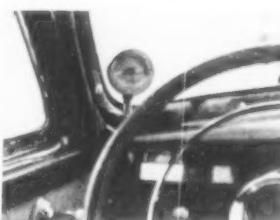
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Fits all cars—per cent. Checks spark plug—checks carburetor and 31 other motor adjustments. Registers miles per gallon at every speed.

Simple to read—Dial in 3 colors. No holes to drill—anyone can install in 1 minute.

Complete instructions furnished.

**MONEY BACK
GUARANTEE**
2 1/4" in diameter.

**ONLY
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SEND FOR YOURS TODAY

GALE HALL ENGINEERING, INC.

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WORLD'S LARGEST MFR. OF AUTO GAUGES

MAREMONT

Helps YOU SELL!

with this Powerful Muffler Sales Campaign



Featured in
THE SATURDAY EVENING
POST

Large colorful advertisements in the April 1 and May 13 issues warn car owners that "Clogged Mufflers Steal Gas"

Each issue of the Post has 4,000,000 circulation and an estimated 16,000,000 readers, making a total of 32,000,000 Reader Impressions. This tremendous sales impact is only part of Maremont's Complete Campaign that will bring you greatly increased muffler sales.

In addition to the Post ads, there is a complete package of sure-to-sell tie-in merchandising aids. These are all illustrated here and are available FREE to Maremont stocking franchise dealers. Here is the biggest in a long line of highly successful Maremont Muffler Merchandising Campaigns...an opportunity to really pile up profits for your business.

For full details see your nearest Maremont wholesaler, or write to the factory.

MAREMONT
MUFFLERS

SINCE
1877

MAREMONT AUTOMOTIVE PRODUCTS, INC., South Ashland at 16th, Chicago 8, Ill.

ALSO MANUFACTURERS OF
MAREMONT SPRINGS AND HELPER SPRINGS



GET READY FOR THE GREATEST PISTON RING SELLING PROGRAM IN HISTORY

Danger Zone

THE MOST POWERFUL SALES TOOL EVER DEVELOPED FOR YOU!
A COMPLETE, SIMPLE, WORKABLE PLAN THAT

- Brings in new business
- Clinches ring sales
- Sells more engine repairs
- Outlines repairs needed
- Estimates repair costs
- Backs up your estimates
- Builds customer confidence

Ask your Hastings jobber salesman NOW!

HERE'S THE KEY TO MORE REPAIR JOBS

Danger Zone

AS YOUR CUSTOMERS KNOW IT THROUGH THE SATURDAY EVENING POST
AND OTHER LEADING MAGAZINES

WARNING ZONE

Engine loses pep ...

DANGER ZONE 1

Engine begins to smoke ...

DANGER ZONE 2

Engine pumps oil badly...

DANGER ZONE 3

Destructive wear sets in ...



Needs a tune-up

Clean, adjust and re-time ignition. Clean fuel supply and carburetor screens. Adjust carburetor. Adjust tappets and fan belt. Check compression and vacuum readings for symptoms of ring wear.



Needs new piston rings and minor engine repairs

Replace piston rings. Align rods. Adjust rods or replace rod bearings. Reseat and reface valves. Tune engine. These repairs are comparatively inexpensive and put the engine back in peak condition for thousands of economical miles. Delay puts the engine in Danger Zone 2.

Needs new piston rings and major engine repairs

Replace piston rings. Replace piston pins. Adjust—probably replace—main bearings. Align rods. Adjust rods or replace rod bearings. Reseat and reface valves. Tune engine. These repairs naturally cost more than those needed in Danger Zone 1, but they put the engine back in condition for thousands of additional miles of satisfactory service. Delay leads to costly Danger Zone 3.

Needs new piston rings and complete overhaul

Repairs cost three or four times as much as in Danger Zone 1. Remove engine. Re bore cylinders. Replace pistons, pins, rings. Replace main bearings. Align rods, refit or replace rods, or replace rod bearings. Overhaul valve lifters, rocker arms. Replace timing chains or gears. Reseat, reface valves. Replace guides and springs. Replace camshaft bearings. Clean oil lines. Overhaul oil pump. Clean, re-install and tune engine.

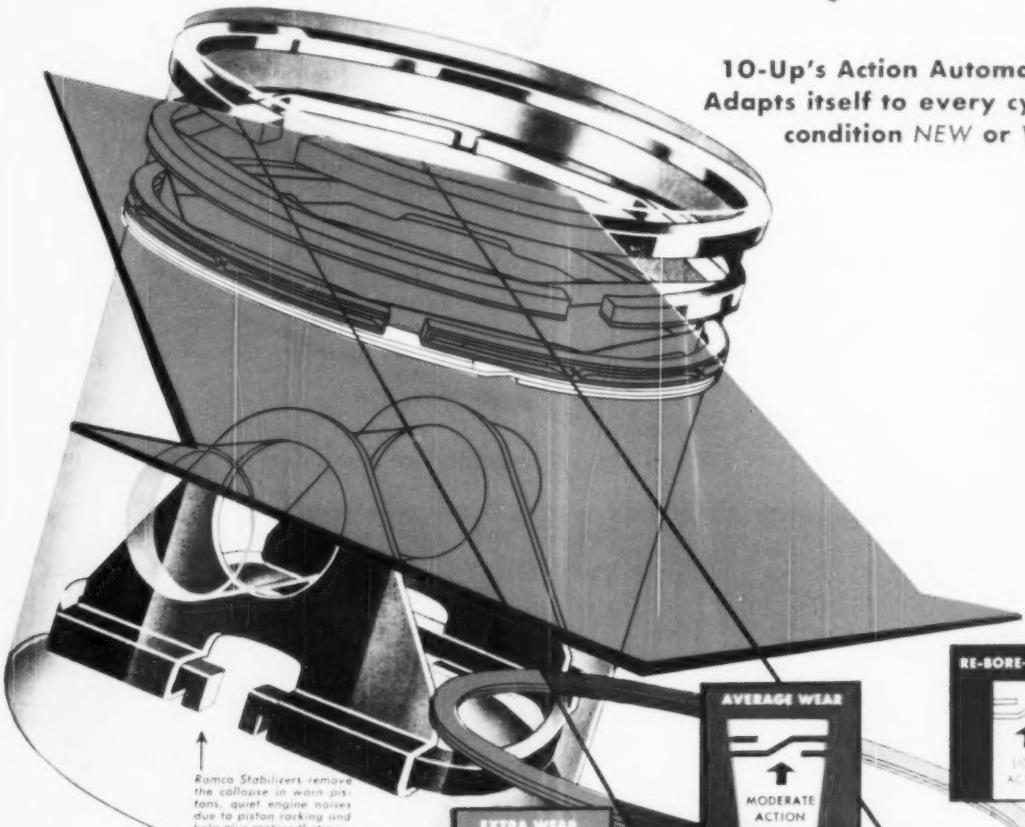
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DETROIT, MICHIGAN
HASTINGS, LTD.
TORONTO

HASTINGS

STEEL-VENT
PISTON RINGS



Genuine! All-Purpose!



You are always safe when you Re-Power with Ramco 10-Up. That's because these rings are engineered to automatically adjust their action in terms of the existing cylinder condition. You need never fear you're using a too severe ring for a Re-Bore... or a too gentle ring for extreme wear... Ramco is always the just right ring... for every condition that can be corrected with piston rings! That's why 10-Up stands for 10,000 and up miles of performance that can be GUARANTEED ON BOTH THE RINGS AND LABOR. See your Ramco Jobber today. Ramsey Corporation, St. Louis, Missouri.

RAMCO
RE-POWERING
STATION

POST
Colliers

(for one year)

Year after Year, Better and Better Yet. UNCHANGED IN BASIC DESIGN Since Originated by Ramco Many Years Ago...

RE-POWER WITH

RAMCO 10-up

ALL-PURPOSE PISTON RING

Unchanged except for the Better through continuous engineering perfection of detail. No obsolescence loss or risk of performance disappointment due to frequent design changes.